35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 30, 1961

Is there a trend among advertising agencies to ignore radio as ad medium? 25

Color tv ready, willing, able, to sell for advertiser who can use it 63

CBS-TV compensation plan for affiliates hit by FCC as 'prejudicial' 52

MCA to drop talent or program production by next season as MCA-SAG agree 85

COMPLETE INDEX PAGE 7

when you think of SPOT TELEVISION—think of these stations

Just as Monticello stands out as a landmark everyone must see, these stations stand out as "must-see" viewing in their markets. That's why they deliver effective Spot TV results. And that's why alert national advertisers list them *first*, when they go into a Spot TV campaign.

Television Division
Edward Petry & Co., Inc.
The Original Station Representative

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WNEW-TV	New York
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
KVOO-TV	Tulsa

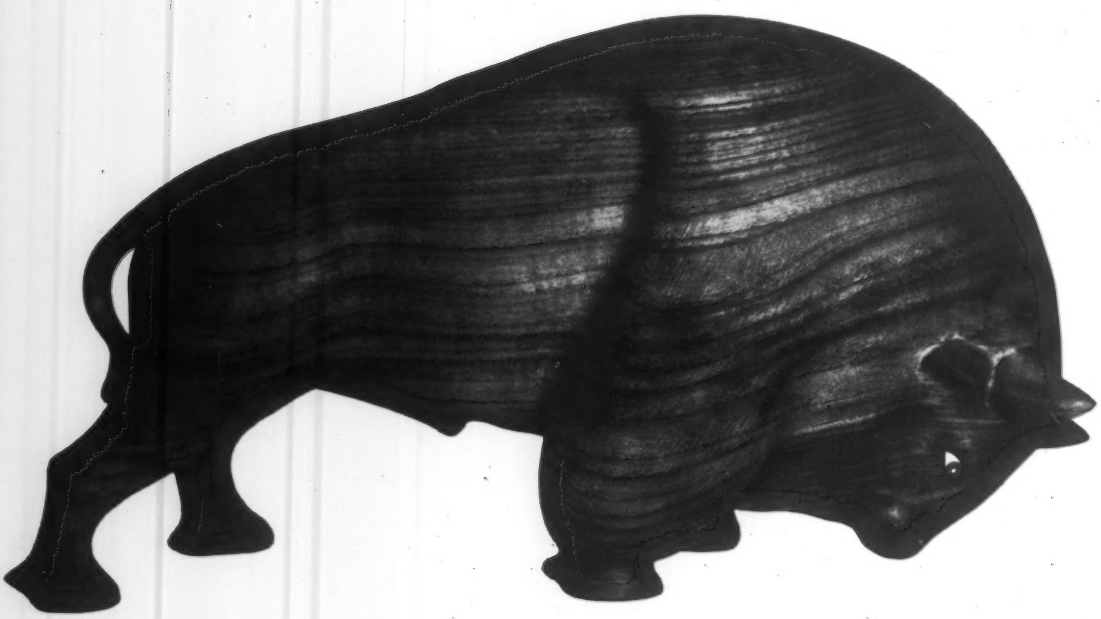
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTReffigies
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

Copy Chief

(CHARGE OF THE WRITE BRIGADE)



#9 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf-tv

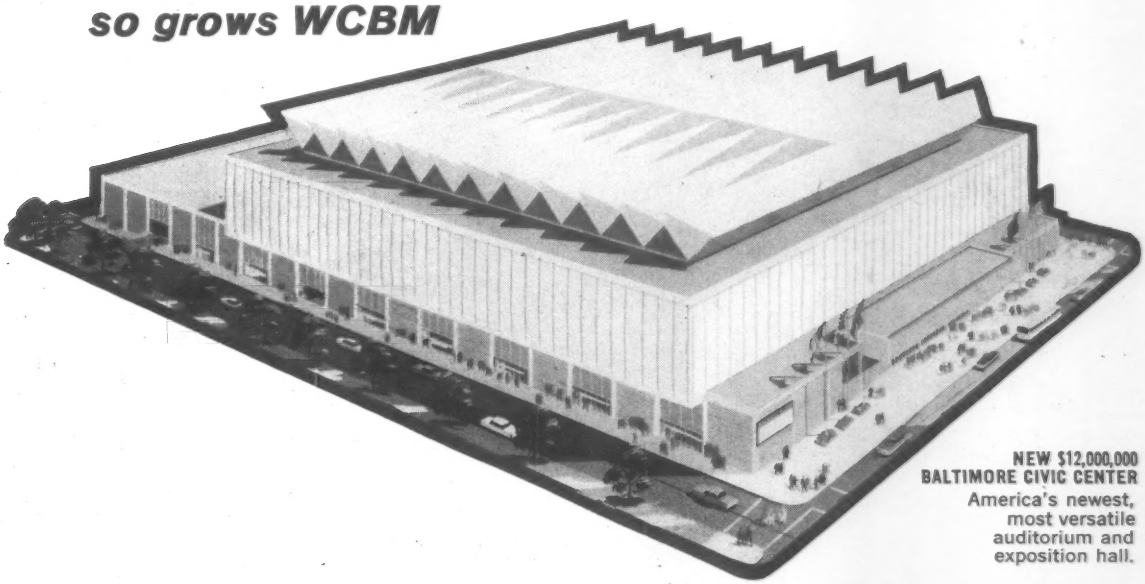
316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

As Baltimore grows so grows WCBM



NEW $12,000,000 BALTIMORE CIVIC CENTER
America's newest, most versatile auditorium and exposition hall.

WCBM adult-directed programming reaches the **DECISION MAKERS** in Baltimore's rapidly-growing market!

The new Civic Center is further evidence of the great development now taking place in Baltimore . . . where industrial payrolls are well over $1,000,000,000 a year and where $1,300,000,000 has been spent in plant expansion in ten years!

Here is a vast market of DECISION MAKERS . . . the adults with money to spend for growing families . . . the adults who must make purchase decisions every day!

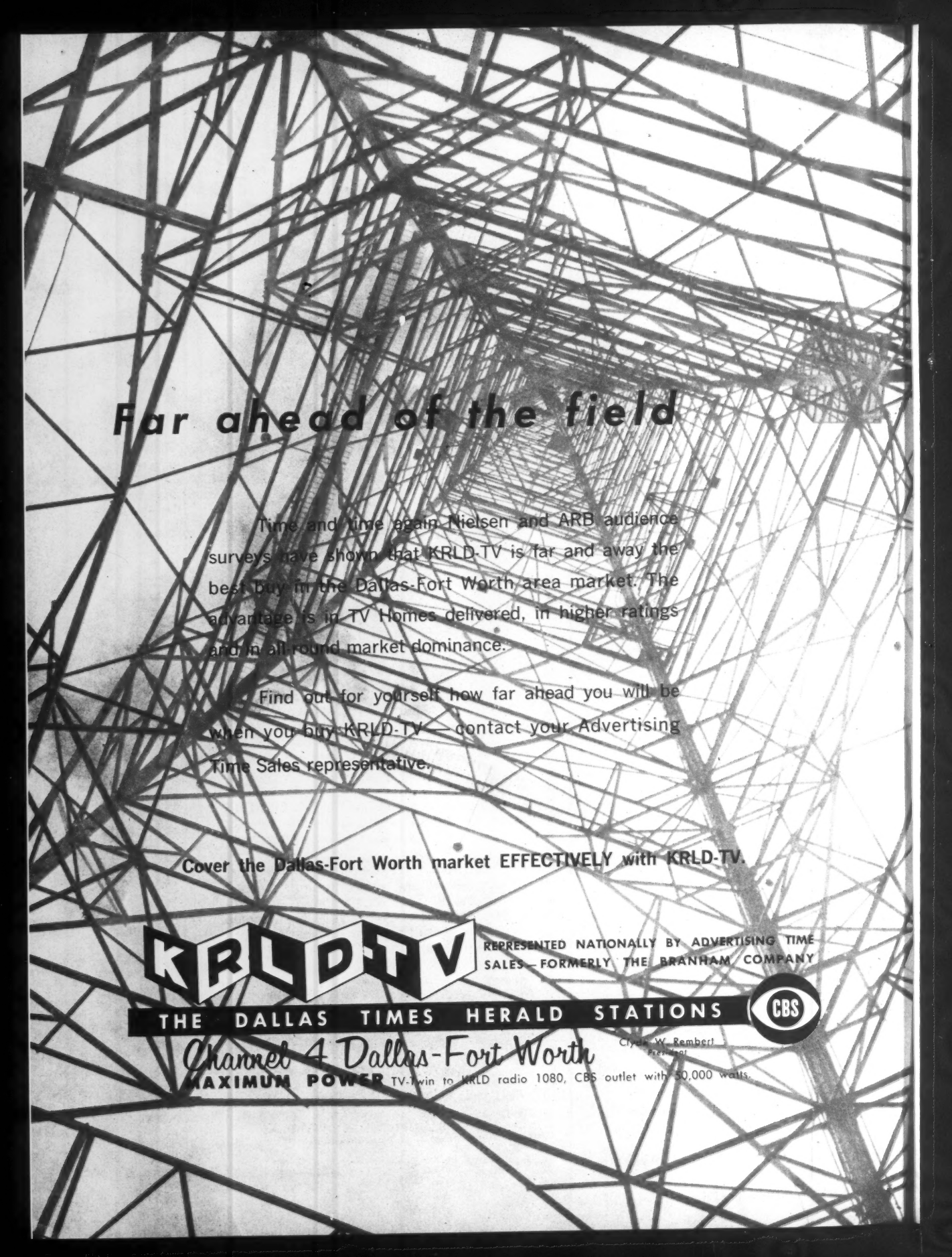
In Baltimore radio, WCBM reaches them best! Why? Because WCBM programming pleases adults with the kind of music, news and programs they prefer. WCBM is **your** best choice if you want increased sales in the nation's 9th fastest growing major metropolitan area!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives


Far ahead of the field
Time and time again Nielsen and ARB audience surveys have shown that KRLD-TV is far and away the best buy in the Dallas-Fort Worth area market. The advantage is in TV Homes delivered, in higher ratings and in all-round market dominance.
Find out for yourself how far ahead you will be when you buy KRLD-TV — contact your Advertising Time Sales representative.
Cover the Dallas-Fort Worth market EFFECTIVELY with KRLD-TV.
KRLD-TV
REPRESENTED NATIONALLY BY ADVERTISING TIME SALES — FORMERLY THE BRANHAM COMPANY
THE DALLAS TIMES HERALD STATIONS
CBS
Channel 4 Dallas-Fort Worth
Clyde W. Rembert
President
MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Renewals undecided

It's still Broadcast Bureau vs. General Counsel's office in FCC deliberations on whether to renew broadcast licenses of Westinghouse Broadcasting Co. and General Electric. Commissioners were unable to reach decision at special meeting last Thursday (Oct. 26) and will reconsider thorny matter this week. Broadcast Bureau has recommended renewal while legal aides favor hearing because of antitrust convictions of parent firms, and several executives, of WBC and GE broadcast arms (CLOSED CIRCUIT, Sept. 11). "We are working for a compromise," spokesman said last week.

Hanging in balance is proposed $4.25 million sale of KLAC Los Angeles to WBC, with sales contract expiring before next FCC meeting. Following letter from commission, contract already has been extended once (CLOSED CIRCUIT, *Oct. 2) but FCC decided last week not to let KLAC status influence WBC renewal discussions. KLAC President M. W. Hall gave terse "no comment" Friday on possibility of extending contract second time.*

Timebuying made easy

Dream of timebuyers, station reps and salesmen to put spot timebuying on automatic basis may be near fruition. Data processing firm has completed feasibility study and intends to offer plan to industry this week. Trick is to set up central clearing house for availabilities and search for proper spots becomes matter of pressing button on computer-type machine.

WNTA-AM-FM sold

On heels of FCC approval of sale of WNTA-TV New York to educational group (see page 83), WNTA-AM-FM Newark, N. J., has been sold for over $1.5 million to Communications Industries Inc., group broadcaster headed by Lazar Emanuel and including Paul Smallen and Blair Walliser. Group now owns WEOK Poughkeepsie, N. Y.; WKST New Castle, Pa.; WKST-TV Youngstown, Ohio, and WACE Chicopee, Mass.

Make haste slowly

It will be many weeks before FCC reorganizes along lines authorized by Congress. While Chairman Newton N. Minow originally planned to move quickly, commissioners have decided to wait until results of FCC survey now underway are available. Under aegis of Budget Bureau, Booz, Allen, Hamilton began study last month (BROADCASTING, Sept. 18). Final report is not expected until early next year.

Commissioners themselves are split on how best to implement their new authority, and much give-and-take will ensue before final rules are adopted. Most are agreed there is need for employe board to make final decisions but there are widely divergent ideas on composition, tenure and length of delegation for board members. Another stumbling block will be whether individual commissioners should be responsible for, and sign, decisions.

Rating wringer

Study of rating services, in preparation for 1962 hearings, is continuing by House Subcommittee on Regulatory Agencies with staffers now in field for on-the-spot investigations. Bob Richardson and Rex Sparger of subcommittee are in Chicago at present and previously spent three weeks at rating firms in New York. From Chicago, pair will go to Kansas City and also plan visits with measurement services in other cities. Upcoming hearings will get national headlines with airing of charges that surveys by smaller firms in individual cities have been rigged (CLOSED CIRCUIT, Sept. 25).

Charity ruling

On theory that "entertainment" is not compatible with the tragedy implicit in charitable causes, NBC has reaffirmed policy against telethons and also ruled out programs, commercial or sustaining, which solicit charitable contributions for any purpose. Policy statement was circulated to executives of network and its owned stations last week by NBC Standards & Practices Director Ernest Lee Jahncke Jr. It takes position that public service announcements and other assistance that NBC provides directly or in support of Advertising Council are "more suitable," but gives some lee-way to owned stations for exceptions if their community needs indicate. New policy would require turndown of, among others, programs such as one-hour prime-time special sponsored on NBC-TV last winter by group of advertisers in support of American Child Guidance Foundation.

Record breaker

Possibly fastest news "leak" in history of FCC occurred last week on agency's approval of $6.2 million sale of WNTA-TV Newark-New York to educators (see story page 83). After approving transaction early in meeting, commissioners were informed while still on agenda that word was out. This is what happened: Immediately after sale was approved, UPI and AP were called and both wire services spread word well ahead of official 3 p.m. release date.

Subliminal religion

Quickie Biblical quotations will be fed by Mutual to its affiliates, starting shortly, for optional use as "drop-ins" in their local schedules, a la Spanish-language lessons provided on same basis since last May, reportedly with widespread acceptance among stations. Like Spanish drop-ins, biblical quotations will run 55 to 60 seconds each, with 21 or more to be fed each week. Details of plan expected to be presented to affiliates this week. Further expansion of drop-in plan also is being considered.

Matter of money

FCC will appear tomorrow (Tuesday) in closed session before Budget Bureau in first hearing on commission's budget requests for fiscal 1963. While exact amount sought is secret, FCC is understood to be asking for "significant increase" over $12.5 million appropriated for current fiscal year. Much of increase is targeted for broadcast activities. All seven commissioners are expected to attend along with key staffers.

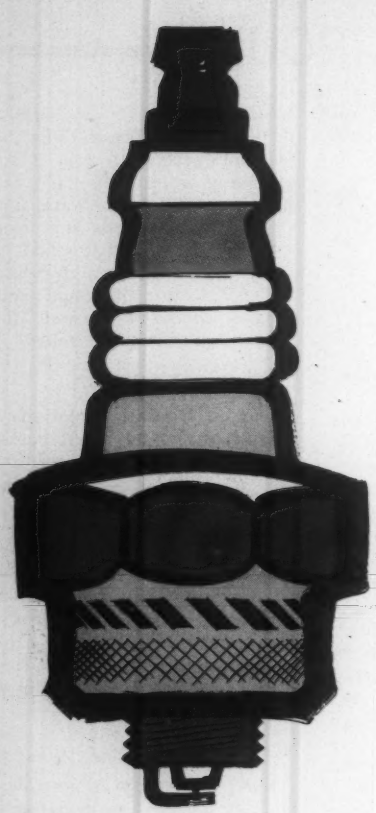
Cut rates for etv?

FCC Chairman Minow is pushing AT&T to come up with some sort of reduced rate for educational tv network. Bell company is studying situation and may be filing special tariff for non-profit educational networking soon. Mr. Minow urged formation of such network in his speech to National Assn. of Educational Broadcasters last week (see page 51).

FTC mailers

Broadcasters can expect to begin receiving correspondence from Federal Trade Commission soon consisting of synopsis of FTC actions involving false and misleading advertising. Hope is station management will be alerted for products and ad claims found offbase by federal agency. It is all part of new look at FTC under New Frontier administration.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



T because Toledo is different from Philadelphia...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? Both WSPD-TV* and WSPD-RADIO† rate first in Toledo . . . WIBG dominates Philadelphia in all surveys! . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**Nielsen—June 1961*
†Pulse—July-August 1961

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Some advertising agencies are beginning to tune out national spot radio salesmen and it's cause for concern about whether there may be an agency trend to write off radio as an ad medium. See . . .

RADIO REACHING AGENCY EAR? . . . 25

No matter how gorgeous color tv gets, it'll never be a mass medium till advertisers realize the punch it packs for them and start move for wider acceptance, special study indicates. See . . .

ADVERTISER: COLOR'S MESSIAH? . . . 63

RCA's and NBC's steady plugging and unfaltering faith in color tv is starting to bring results. A dozen set makers are now in color and dealers see increasing sales. Special report . . .

ADVANCES IN COLOR TV . . . 63-82

MCA-SAG agreement makes it official that talent agency will drop talent or program production by 1962-63 season—and the chances are that MCA will hang on to profitable Revue Productions. See . . .

MCA MUST MAKE CHOICE . . . 85

Television is the hole card the new owner of one aspiring talent agency—General Artists Corp.—is banking heavily on to make it the No. 1 outfit in the field. Future plans are announced. See . . .

GAC LOOKS TO TV . . . 86

CBS-TV's 'incentive compensation plan' for its affiliates suffers a telling blow from FCC, which charges it prejudices programs of other networks by enticing station with payment system. See . . .

FCC CLUBS CBS-TV PAY PLAN . . . 52

The House Un-American Activities Committee, concerned about possible Communist infiltration of radio-tv, questioned four engineers last week on alleged Red affiliations. See . . .

HILL HUNTS RADIO-TV REDS . . . 56

NBC's hopes to buy KTVU (TV) San Francisco fall through as FCC holds up deal beyond contract deadline; it means NBC plan to sell WRC-AM-FM-TV Washington to RKO also is blocked. See . . .

ANOTHER STATION SALE OFF . . . 42

The FCC and its current plans and policies get a going-over from inside and outside the organization as Missouri broadcasters hear talks by FCC's Cross, NAB's Anello and attorney Pierson. See . . .

MISSOURIANS HEAR FROM D. C. . . . 49

Educators are encouraged on two counts. The FCC has finally approved the sale of WNTA-TV Newark-New York to educational tv; has set up a special educational broadcasting branch. See . . .

TWO BREAKS FOR EDUCATORS . . . 51-83

DEPARTMENTS

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

Absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV.

not even them.

SOURCE: NCS '61 OR 1960 ARB COVERAGE STUDY. SEE PETRY ABOUT KMTV 3 OMAHA.

Crosley loses fight; ch. 13 goes to WIBC

Four-year contest in Court of Appeals and FCC culminated Friday (Oct. 27) in commission award of ch. 13 at Indianapolis to WIBC-AM-FM, that city, and termination of authority for Crosley Broadcasting Corp. to operate WLWI (TV) on ch. 13 there.

Vote in long case, which reversed 1957 grant to Crosley, was 4-2. Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee favored WIBC; Commissioners Rosel H. Hyde and John S. Cross voted for Crosley, and Commissioner T. A. M. Craven abstained.

WLWI was ordered to cease operating at 3 a.m. Nov. 30, but Crosley spokesman said Friday commission would be asked to reconsider decision, and if that fails appeal will be made to court. WIBC, which is owned by R. M. Fairbanks and family, was favored over Crosley on issues of duopoly, concentration of control, diversification, local ownership and integration of ownership and management.

Crosley, wholly-owned subsidiary of Avco Corp., also owns WLWT (TV) and WLW Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWA (TV) Atlanta.

Grant to Crosley in 1957 was remanded to FCC by court in 1958 because Commissioner T. A. M. Craven participated in 4-3 decision without hearing oral argument. Case had been called up several times but in each instance FCC reportedly was split 3-3. John C. Doerfer at that time was FCC chairman.

Lodge says CBS plan is 'perfectly proper'

New station-compensation plan challenged by FCC (see page 52) is perfectly valid and proper," CBS-TV declared Friday. In wire to all CBS-TV affiliates, William B. Lodge, vice president in charge of affiliate relations and engineering, assured both signers and non-signers of controversial payment plan that CBS would file statement supporting plan's validity with FCC by Nov. 24 date which commission set.

Plan was prepared and offered to affiliates, Mr. Lodge said, "only after careful consideration by us of its propriety from the legal viewpoint and its equitableness from the business viewpoint." In event plan is ultimately ruled improper, "we shall, of course, promptly offer substitute terms of compensation," he added.

B&B remains agency for citrus group

Florida Citrus Commission Friday (Oct. 27) reappointed Benton & Bowles, New York, as its agency, climaxing long search involving some 25 major agencies.

According to commission, last year's $3.1 million budget (which included little broadcasting) will remain basically intact, ending speculation (BROADCASTING, Oct. 16) that radio-tv spending would be increased.

Under terms of agreement with Benton & Bowles, commission has adopted policy of more stringent control over advertising and merchandising than in previous dealings with agency. Appointment of Benton & Bowles will terminate June 1, 1962, at which time terms of six members of commission expire. New contract will be awarded after appointments of new commission are complete.

Clear channel decision voids conflicting bids

Am applications inconsistent with September clear channel decision by FCC (BROADCASTING, Sept. 18) will not be accepted by commission in future and those now pending will be dismissed, commission said Friday (Oct. 27). FCC move makes further changes in earlier order breaking down 13 clear channels and maintaining *status quo* for remaining 12 and clarifies methods to be followed in processing applications, FCC said.

Applications involving frequencies adjacent (within 30 kc) to those clears to be duplicated will not be considered unless proposed stations can co-exist with planned Class II assignments under breakdown. For 12 clear channels upon which decision has been deferred, FCC said it will accept no applications for new changes or major changes in facilities on adjacent frequencies. Moratorium does not apply in Hawaii, Alaska or Puerto Rico.

Unfair to tv?

FCC Chairman Newton Minow, who has raised many eyebrows in his brief time in office, raised another last week in endorsing new Public Service Network (see page 46.) Tv programmers, smarting from his attacks, wondered why he would go on record for commercial radio venture while professing a no-plug policy in refusing to give specific commendation to any tv show including some he apparently thinks highly of. They didn't object to his plug for PSN, but argued that "if he's going to set himself up as a Good Housekeeping seal, he shouldn't bestow it in one medium and withhold it from programs in medium he's been attacking.

ANA convention sets panel on tv costs

Nation's top advertisers will get advice on how to minimize the impact of increased television costs from panel of network, agency and film production-syndication authorities at Assn. of National Advertisers' annual meeting this week. Some 375 to 400 leading advertising executives are expected to attend sessions Thurs.-Sat. (Nov. 2-4) at The Homestead, Hot Springs, Va.

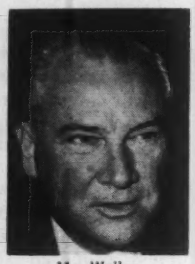
ANA officials said Friday that panel on tv costs will consist of William H. Hylan, CBS-TV sales administration vice president; Richard Jones, vice president and media director of J. Walter Thompson Co., and John Mitchell, vice president of Screen Gems. Howard Eaton, media director of Lever Bros. and chairman of ANA's broadcast committee, will moderate this session, one of nine closed clinics Thursday.

Other features of three-day meeting include, Friday morning, reports on significant media developments and how they affect media values and cost trends, by President William Steers of Doherty, Clifford, Steers & Shenfield; major changes in markets and how they affect advertisings impact, by President William Hesse of Benton & Bowles; and A. C. Nielsen Co.'s new Nielsen Media Service which compares tv and magazine audiences, by Harry Schroeter of National Biscuit and Donald Armstrong, Communications Affiliates Inc.

On Friday afternoon, ways to improve public understanding of advertising, by Beatrice Adams of Gardner Adv., and implications of increased power for Federal Trade Commission, by Gilbert H. Weil, ANA general counsel.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Wailes

Lee B. Wailes, executive vp for planning and finance, Storer Broadcasting Co. (WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WWVA-AM-FM Wheeling, WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee), announces his retirement, effective Jan. 1, 1962. He will maintain association with Storer in consulting capacity. Mr. Wailes began his broadcasting career with NBC in 1931. He joined Storer (then Fort Industry Co.) in 1946 as assistant general manager. He was named executive vp in 1953.

David E. Guerrant, former president of John W. Shaw Adv., Chicago, named president of MacFarland, Aveyard & Co. there, effective Nov. 6. He was with Campbell-Ewald before Shaw, has been in agency field 20 years. A. E. Aveyard, president for 15 years, becomes chairman of executive committee and Hays MacFarland continues as chairman of board.

Charles Helfrich, media director, Donahue & Coe, Los Angeles, appointed divisional director of advertising and promotion for RKO-General's west coast properties, effective Nov. 1. He will be responsible for directing advertising, promotion and research departments of KHJ-AM-FM-TV Los Angeles and KFRC San Francisco. Mr. Helfrich started in advertising with Cunningham & Walsh, New York, and moved to Los Angeles in 1956 as media director of Erwin Wasey office. He joined Donahue & Coe in 1959.

For other personnel changes of the week see FATES & FORTUNES

SDX confers award on B&J's Hoover

Donald D. Hoover, president of Bozel & Jacobs in East, received Sigma Delta Chi's highest honor—Wells Memorial Key—last Saturday at closing banquet of annual convention at Miami Beach. Mr. Hoover, one of reporting and editing team which won 1931 Pulitzer prize for *Indianapolis News,* has headed B&J New York operation more than 10 years.

Nominated for fellowships in professional journalistic society for 1961: Lyle C. Wilson, vice president-general manager of UPI in Washington; James Stuart, editor, *Indianapolis Star;* William T. Evjue, editor-publisher, *Madison* (Wis.) *Capital Times.*

Pennsylvania State U. won all first place awards in radio-tv undergraduate competition. Ft. Worth chapter won professional chapter award for outstanding service and Chicago chapter won the annual award for cooperation with SDX publication, *The Quill.*

Taylor to head MAAN

Mutual Advertising Agency Network at annual meeting in Chicago Friday elected following new officers: president, Jim Taylor, James C. Taylor Jr. Adv., Ottumwa, Iowa, succeeding Ken Warren, Warren & Litzenberger, Davenport, Iowa; first vice president, Art Gerst, Gerst, Sylvester & Walsh, Cleveland; second vice president, Phil Jones, Lyons Adv., Attleboro Falls, Mass.; secretary, Rolla Nolting, Perry-Brown, Cincinnati; treasurer, Gladys Lamb, Kelly & Lamb, Columbus, Ohio.

House unit favors anti-red proposal

House Un-American Activities Subcommittee indicated Friday it favors proposal to empower FCC to deny and revoke station licenses for individuals who refuse to answer questions about Communist Party activities.

Subcommittee is considering bill (HR 6) which would permit FCC to deny radio operator licenses in such cases (see story, page 56). Subcommittee's interest in station licenses was indicated during questioning of Dee Pincock, FCC assistant general counsel. He said proposed bill would not add to commission's existing authority and broader proposal "might be helpful."

Earlier, Rudolph W. Jones, chief engineer for Tuschman Broadcasting Corp.'s WABQ-AM-FM Cleveland, denied he is Communist, but refused to say if he had ever been member of that party.

Mr. Jones said he has two technician's license renewals pending before FCC. Action on both has been held up by his refusal to answer FCC questions about Communist Party affiliations. He said Friday he believes FCC lacks statutory and constitutional authority to ask such questions. Mr. Pincock said later that FCC authority in this area has been upheld by courts. He also said that, following hearing on Jones case, hearing examiner recommended rejection of applications. Further open hearing is tentatively scheduled Nov. 3.

RCA says color sales up, notes record production

RCA's production of color tv sets is at record level and fall sales to dealers are up about 175% over last year, company said Friday (Oct. 27). Increased network and local color programming, heightened public interest in color, and entry of practically all major manufacturers into color tv set marketing, were some of the factors cited for "spiraling sales." Over entire year, RCA reported that color set sales are 40% ahead of last year, "and climbing each week." (for special color report see page 63).

AAAA regional meeting set Nov. 14-16 in N.Y.

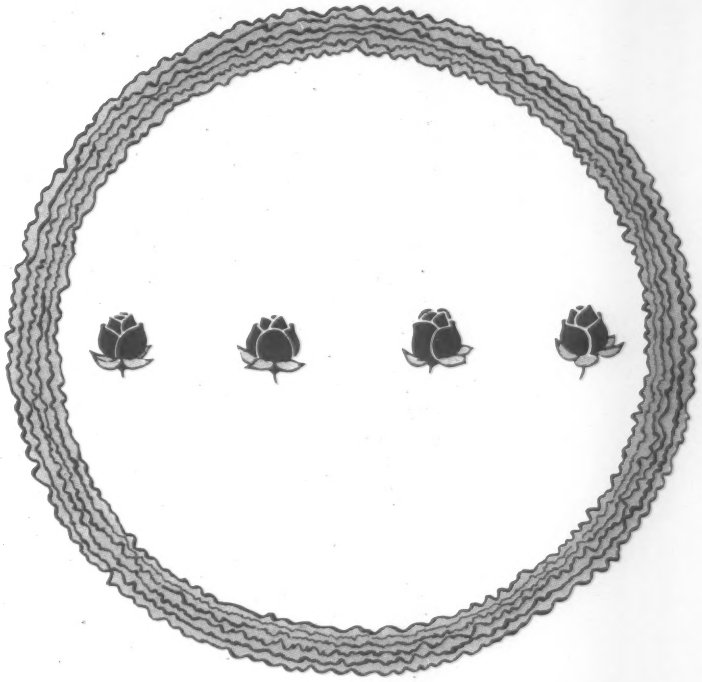
American Assn. of Advertising Agencies has announced agenda for Nov. 14-16 eastern conference at Hotel Biltmore, New York.

Conference will begin with concurrent afternoon meeting on Tuesday (Nov. 14) covering media buying and direct mail advertising. Wednesday sessions cover agency management in morning and what's ahead in afternoon; three concurrent morning sessions on Thursday will be on research, print, production and account management, while afternoon meetings will be on marketing and creative subjects.

Barton A. Cummings, president of Compton Adv. and chairman of AAAA region's board of governors, will preside at conference luncheon Nov. 15. Harold L. McClinton, president of Reach, McClinton & Co. and vice chairman of regional board, will preside at management session.

Missourians re-elect Hyland

Missouri Broadcasters Assn. on Friday announced its officers for 1962. They are Robert Hyland, KMOX St. Louis, re-elected president; Don Daley, KGBX Springfield, vice president; Harold Douglas, KMMO Marshall, secretary-treasurer. Board members named are Earl Dougherty, KXEO Mexico; Elmer Donze, KSGM Ste. Genevieve; Sam Burk, KTRX Kirksville; and William Bates, WDAF-TV Kansas City (also see story, page 49).



A ROSE FOR EMILY

Emily Tickletyper worked in a small wing of H-R with three other distaffers. For her birthday, her officemates bought a beautiful cake* embellished with four tempting candy roses.

Emily, a stickler for fair play, wanted to cut three friends in on equal shares of cake. She also wanted each piece to have an unmutilated candy rose. Using an ordinary cake knife (which cannot cut curves), how can she divide the cake into four equal pieces, each containing a flower? (No fair transplanting roses.)

Send in the correct answer and win a memento of your gastronomical thinking. Several are available so tell us what you've already won.

Puzzle adapted from Dudeney's "Amusements in Mathematics," reprinted courtesy of Dover Publications, Inc., N. Y. 14, N. Y.

** To get your just desserts, sweeten your dough on WMAL-TV late-night feature films. You'll get the lowest cost per 1000 homes in the Washington, D. C. market. (ARB, Oct. '60 thru Apr. '61.)*

wmal-tv
abc
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

THE PGW C

COLONEL'S MAJORITY

The TV and Radio Stations represented by **PGW** play an important part in the everyday life of a majority of the nation's homes.

And the **PGW** Colonels in our ten offices from coast to coast are always ready, willing and very able to show you the best ways to reach these millions of homes with spot television on these fine television stations. Won't you give us a call?

FOR SPOT TELEVISION

		CHANNEL	PRIMARY
EAST–SOUTHEAST			
WAST	Albany-Schenectady-Troy	13	ABC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem-Greensboro	12	NBC
MIDWEST–SOUTHWEST			
WCIA-TV	Champaign-Urbana	3	CBS
WOC-TV	Davenport-Rock Island	6	NBC
WHO-TV	Des Moines	13	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KARD-TV	Wichita	3	NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS
MOUNTAIN and WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO

NOT EVERY MAN'S A KING in the up-and-coming KSLA-TV area . . . but most of the folks live like it. From their gleaming offices in sparkling new glass-and-steel skyscrapers to their smart air-conditioned suburban homes, *they live it up . . . and love it!* The big majority of them (check the figures) look to KSLA-TV for news they believe . . . programs they stay at home to watch. Ask our reps . . . Harrington, Righter and Parsons . . . about the *naturally rich KSLA-TV market.*

KSLA-TV SHREVEPORT, LOUISIANA

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 30-31—**NAB Tv Code Review Board,** NAB headquarters, Washington. Two-year revision project will be considered.

Oct. 30-31—**Central Canada Broadcasting Assn.,** annual meeting. Hamilton, Ont.

Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

*Oct. 31—Chicago chapter, **American Women in Radio and Television,** dinner meeting. Lake Shore Club, Chicago. Henry Loomis, director of Voice of America, is speaker.

Oct. 31—Radio & Television Executives Society, Time Buying & Selling Seminar, second session. "A Look Behind the Media Plan." Instructors: Herbert Zeltner, Lennen & Newell; Al Petcavage, Doyle Dane Bernbach. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 3—**Oral argument on FCC's option time proposals** (rescheduled from Oct. 27).

*Nov. 2-4—WSM's 10th annual **Country Music Festival,** celebration of *Gran' Ole Opry's* 36th birthday. Andrew Jackson Hotel, Nashville, Tenn.

*Nov. 4-5—**U. of Missouri Broadcasting News Seminar** (rescheduled from Oct. 21-22). U. of Missouri campus, Columbia.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. **James C. Hagerty, ABC news vp will be keynote speaker. Waldorf-Astoria Hotel, New York City.**

*Nov. 6—Reply comments due on **FCC** inquiry into network option time.

Nov. 6-7—**North Carolina Assn., of Broadcasters,** fall convention. Speakers include FCC Commissioner Robert T. Bartley. Mid-Pines Club, Southern Pines.

Nov. 6-9—**National Community Television Assn.,** committee and board meeting. Greenbriar Hotel, White Sulpher Springs, W. Va.

Nov. 8—**Radio & Television Executives Society,** Time Buying and Selling Seminar, third session. "When the Rep Answers His Phone." Instructors: Arthur H. McCoy, John Blair; Max Friedman, H-R Representatives; Cris Rashbaum, Harrington Righter & Parsons; Marion Lonsberry, WCBS-TV. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 8—**National Academy of Television Arts & Sciences,** Los Angeles chapter. Speaker: Sir Gerald Beadle, former president of the BBC. Beverly Hills Hotel, Beverly Hills, Calif.

*Nov. 8—**Petry Co.** seminar on promotion, research, and merchandising, annual meeting in conjunction with BPA convention. Board room, Edward Petry & Co., 3 E. 54th St., New York.

*Nov. 9—Argument before U. S. Court of Appeals for the District of Columbia on Connecticut theatre owners appeal from **FCC** decision authorizing pay tv operation in Hartford, Conn.

Nov. 10—**California Broadcasters Assn.,** annual meeting. Mark Hopkins Hotel, San Francisco.

Nov. 10—New deadline for comments in **FCC rulemaking concerning major revision of fm broadcast rules,** (extended from Sept. 5).

Nov. 10-11—**Illinois Broadcasters Assn.,** Sheraton-Chicago Hotel, Chicago.

Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 13-16—**Public Relations Society of America,** 14th national conference. **Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).**

Nov. 14—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fourth session. "Using the Network." Instructors: Jules Barnathan, ABC-TV; Ben Lochridge, CBS Radio. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 14-16—**IRE, Mid-America Electronics Conference, Kansas City, Mo.**

Nov. 14-18—**Associated Press Managing Editors Assn.,** annual convention. Speakers include Attorney General Robert F. Kennedy. Dallas.

Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel, Detroit.

Nov. 16-17—**Institute of Broadcasting Financial Management,** Sheraton-Chicago Hotel, Chicago. Speakers include Hamilton Shea, chairman All-Industry Television Station Music License Committee; and Hyman H. Goldin, chief of the FCC's economic division.

*Nov. 17—Oral arguments before the **FCC** *en banc* on network option time proposals (rescheduled from Nov. 3).

*Nov. 17—**Maine Assn. of Broadcasters,** annual November meeting. Pilots Grill, Bangor.

Nov. 17-18—**Oregon Assn. of Broadcasters, fall meeting. Multnomah Hotel, Portland.**

Nov. 18—**UPI Broadcasters of Wisconsin,** fall meeting. Lorraine Hotel, Madison.

Nov. 20-21—**Nebraska Broadcasters Assn.,** convention. Grand Island.

Nov. 21—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lois. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

Nov. 28—**Radio & Television Executives Society,** Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New

NAB fall conferences

Nov. 10—Somerset Hotel, Boston

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis

Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

How Ted Bates helps build strong sales two ways

We still can't reel off those 12 ways that Ted Bates' favorite bread builds strong bodies. But we surely know the two ways Ted Bates helps build strong sales for this product.

First, by finding the right selling idea and sticking with it.

Second, by choosing media that hit people right in the breadbasket. WICE radio in Providence is a good example.

WICE is "the food station" in this market. Tops. Number one. Lengths ahead of the also-rans.

People listen hard to WICE, because WICE has something to say — *and says it.* WICE gives Providence the kind of public service programming every city needs, and the citizenry eats it up.

The wily ones at Ted Bates are capitalizing on this. Are you?

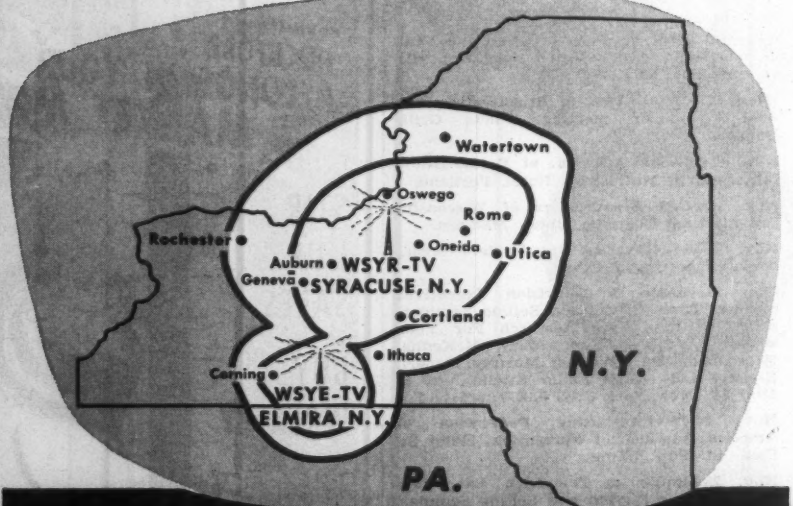
wice
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

OVERWHELMINGLY THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!

*ARB MARKET REPORT MARCH, 1961



WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

York City. 5:30-7 p.m.

Nov. 30—**Academy of Television Arts & Sciences**, New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

•Dec. 1—Deadline for entries in **International Broadcasting Awards** contest. Submit to Hollywood Advertising Club, 6362 Hollywood Blvd.

Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Dec. 4—Deadline for comments on **FCC** proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

Dec. 5—**Radio & Television Executives Society**, Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel, Compton Adv. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 6-8—**NBC Radio & Tv Affiliates**, annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 5).

Dec. 12—**Radio & Television Executives Society**, Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

•Dec. 27-29—**American Marketing Assn.**, annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

Jan. 1—Reply comments due on **FCC** proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

Jan. 19-21—**Advertising Assn. of the West**, annual conference. Hotel Californian, Fresno.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival**. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 4-13—**Advertising Recognition Week.**

Feb. 7—**Advertising Federation of America**, mid-winter legislative conference. Statler-Hilton Hotel, Washington, D. C.

Beneath a field like this...

is a complex communications center

In minutes, an enemy attack could level some of our sprawling cities.

Because of this, the Bell System is now supplementing its great reaches of buried cable with a network of underground communications stations.

Under the protection of a thick earth and concrete cover, and away from major target areas, several Bell System communications centers are already in operation. Many more are to come.

The walls for these installations are huge, reinforced concrete slabs. Ventilation systems filter air so fine that even radioactive fallout cannot enter. Food and water are stockpiled. Living quarters are provided for all operating personnel.

These buildings are costly. Tough to build.

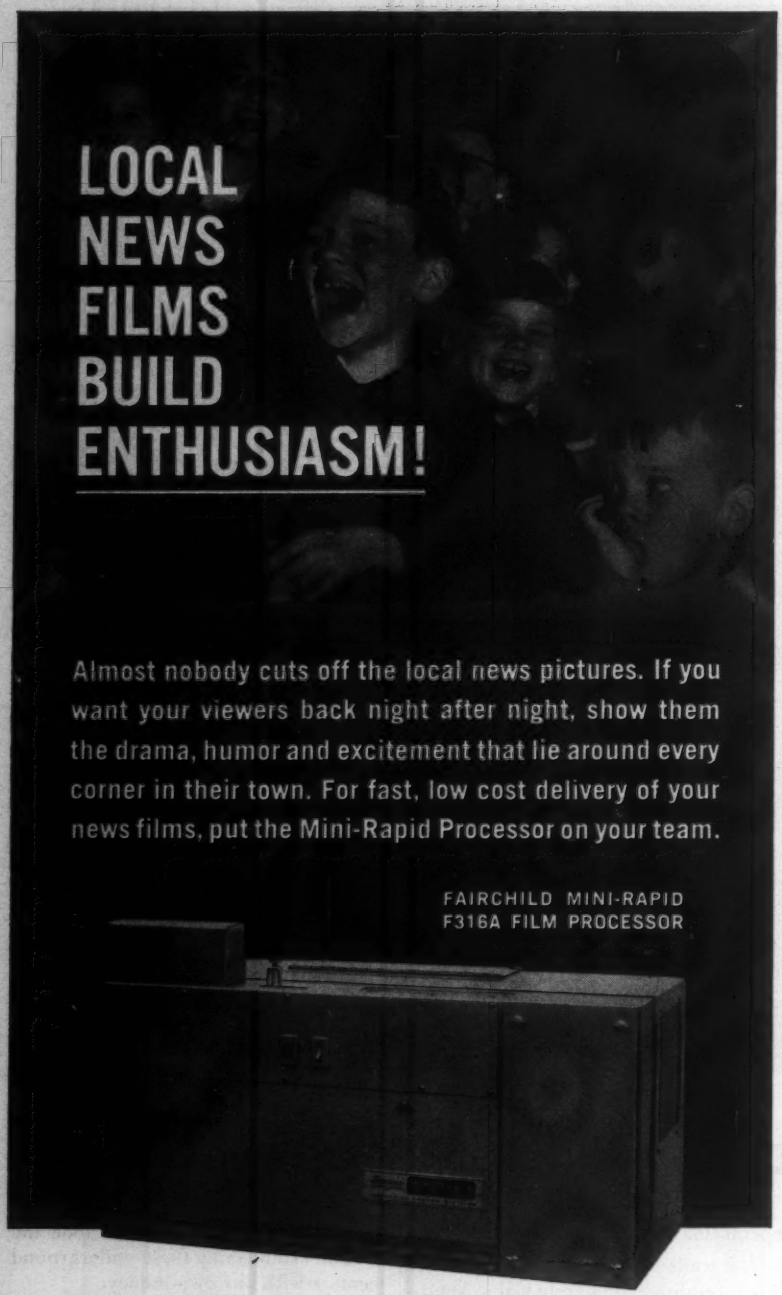
Yet, the Bell System recognizes that communications are the lifelines of our defense systems. And so we took the lead in establishing these underground centers with our own money.

There are many other ingenious projects in our "Survivability" program for America's communications. Many cannot be mentioned here.

Because of them, ambitious command, control and defense systems are feasible. And our vast existing communications network is one of America's most *ready* defense weapons.

BELL TELEPHONE SYSTEM

LOCAL NEWS FILMS BUILD ENTHUSIASM!



Almost nobody cuts off the local news pictures. If you want your viewers back night after night, show them the drama, humor and excitement that lie around every corner in their town. For fast, low cost delivery of your news films, put the Mini-Rapid Processor on your team.

FAIRCHILD MINI-RAPID
F316A FILM PROCESSOR

100′ of 16mm negative — in less than 20 minutes — 20 cents per 100 feet — 400′ capacity — dry-to-dry processing — pre-measured chemicals — daylight operation — self-threading — leaderless — 13″ x 13″ x 27″ — only 65 lbs.

INDUSTRIAL PRODUCTS DIVISION
FAIRCHILD CAMERA AND INSTRUMENT CORPORATION
580 MIDLAND AVENUE, YONKERS, N. Y.
INDUSTRIAL PRODUCTS DIVISION

OPEN MIKE®

The Breck article

EDITOR: Everyone is delighted with the Breck article [BROADCAST ADVERTISING, Oct. 23]. By everyone, I mean . . . Reach, McClinton; Breck, and Werner Michel.—*Phil Wasserman, Publicity Director, Reach, McClinton & Co., New York.*

Program hearings

EDITOR: . . . Congratulations on your excellent coverage of the FCC [program] hearings [LEAD STORIES, Oct. 9, 2].—*R. E. Gorman, Assistant Vice President & Advertising Director, All-State Insurance Co., Skokie, Ill.*

Mitigating factors

EDITOR: As the firm retained by Ralston Purina for show publicity on *The Hathaways,* we were naturally pleased to see that this show "topped the list of the new shows from the standpoint of audience awareness" [PROGRAMMING, Oct. 16].

But I would like to question the interpretation you gave to the Pulse Inc. survey. Rather than "low audience awareness" for the new shows in general, taken in context the results seem to show surprisingly high audience awareness. Here's why:

1. The survey was taken in New York, which has the greatest diffusion and multiplicity of media. . . . I would suspect that the same survey taken nationally would show significantly higher figures.

2. The question . . . asked respondents to recall (in September) the *names* of any new shows about which they had heard. . . . This is quite a feat. One out of five correctly named one or more shows not yet on the air. Remarkable!

. . . The key factor in audience "awareness" or anticipation of a new show or a new product is that it be built up in consonance with the show or product. All the advance publicity in the world won't help a bad product. . . . —*George Biderman, Biderman, Tolk & Assoc. Inc., New York.*

No more doubt

EDITOR: Your coverage in this week's issue of the activities and objectives of our All-Industry Television Station Music License Negotiating Committee [LEAD STORY, Oct. 23] was sure top-notch.

There should be no broadcaster in this country who is now in any doubt as to our objectives or the method through which we hope to attain them. . . .—*Hamilton Shea, President, WSVA-AM-FM-TV Harrisonburg, Va.*

WJAX Jacksonville Florida, the first station in the 9th market in the south, is proud to announce the appointment of H-R REPRESENTATIVES, INC. as exclusive national representatives, effective immediately

IN WORDS OF ONE SYLLABLE...

A man who pays to get a thing, as a rule, wants it.

Or needs it. Or both.

This is true for things men read—as well as things they eat or wear. Which is why we think it makes sense to look for the ABP sign in the books in which you plan to run your ads.

For the ABP sign in a book means it goes to men who *want* it. It is a sign they have paid to get it. And with some of them—a lot of them, in fact—it is a sign they *need* it.

When you pay for space to talk to men who can buy what you have to sell, it's a good thing to keep this in mind. For if they *want* the book in which you run your ad, there is a good chance they will see it and read it. And if they *need* the book in their jobs, the chance is more than just good. It's what we used to call a lead pipe cinch.

When you buy space to talk to men you want to sell, buy it in the books *they buy*—books that are proud to stand a plain old test of worth: cash. You can spot them through this sign:

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

BOOK NOTES

"Advertising, Its Role in Modern Marketing," by S. Watson Dunn; Holt, Rinehart & Winston, New York. 621 pp. $8.95.

Written primarily as an introductory text for students on the complexities of the constantly changing advertising field, this book also serves a purpose for professional advertising men who may want to re-examine advertising's place in the turbulent '60s.

As with most books directed to students, this one devotes much space to "how-to" chapters on copy writing for various media, basic production methods, etc.

Most important, however, is a section devoted to the social and economic effects of advertising, answering such questions as "Does advertising cause people to buy things they do not really need?" Mr. Dunn gives this answer in part:

"It is the wants and desires people have—not their needs—that make both advertising and business in general prosper."

"The History of Broadcasting in the United Kingdom, Vol. 1—the Birth of Broadcasting," by Asa Briggs. Oxford University Press, New York. 415 pp. $10.

How broadcasting has fared in Great Britain from the organization of the BBC as a private company in 1922 to the passing of the Independent Television Act in 1955 is the story Prof. Asa Briggs of Leeds University chronicles. This volume covers the years 1922—when the BBC emerged as the country's only broadcasting service after "tough commercial bargaining" among private interests and between private interests and the Post Office—through 1926, when the BBC was changed to a publicly-owned corporation. Prof. Briggs plans two or three other volumes to complete his story.

It is not solely a history of the BBC. Prof. Briggs dips into the beginnings of broadcasting, there is a chapter on broadcasting in the U. S., there are humorous accounts of early broadcasting, there are cartoons and photographs about the new medium of radio and its principals and there are pros and cons on what broadcasting's functions should be. The last part of this volume describes how opinion gradually "hardened" in favor of a public corporation supported by license fees paid by radio set owners and of the climate of news events and programming in which the Post Office accepted the recommendations of the Crawford Committee to nationalize the radio monopoly, which took place Jan. 1, 1927.

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EDITOR AND PUBLISHER
Sol Taishoff

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Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

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®Reg. U.S. Patent Office
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Take a second look

(it's McGregor-Soderstrom, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Austin, Pensacola or South Bend!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

MONDAY MEMO from S. F. WIKSTROM, American Gas Assn., New York

Natural gas and color tv are naturals for each other

Why is the gas industry in color television? The answer is obvious: We believe color television can help sell gas.

Six months ago this conviction was based on logic alone. Today, with our first color program (*Theatre 62*, "The Spiral Staircase," NBC-TV, Oct. 4) and our experience with color commercials behind us, we are more excited than ever over the marvelous potential this medium holds for the gas industry. Color television fits our market, fits our product and fits our future.

The market for gas is almost as big as America itself. Natural gas is available now in 47 of the 50 states. Well over 30 million homes use gas; by 1970 we foresee another 10 million customers added to our lines.

The sheer size of the gas business is one of the important reasons the American Gas Assn. is in television today. Television's rapid growth and tremendous coverage have more than kept pace with our own expansion. Little wonder, then, that for the gas industry —as for American business—television has become a primary means of reaching and selling the consumer.

Where It Counts ▪ Though the size of our market is large, some segments hold more opportunity than others. A $40,000 house with central heating and cooling, range, water heater, refrigerator, clothes drier, disposer and patio lighting obviously has several times the potential gas "load" of the 1½-room flat with its apartment-size range.

Color tv is now an important means —and will become increasingly so—of getting the gas story before these upper-income, pace-setting, high-potential homes.

Not only are the affluent color tv families potentially the largest volume consumers of gas, they represent a premium market for the higher-priced "top-of-the-line" appliances advertised in our commercials. The importance of having first-line, fully-automatic gas appliances installed in these homes goes far beyond the value of an immediate sale. Experience has shown the trend-setting effect of having such families choose gas. Moreover, color television is ideally suited to our product.

Manufacturers long ago discovered the consumer appeal in the use of pastels in household appliances. This advantage, too, speaks to the viewer through color tv. With research, however, we have learned that it is necessary to show more than just a handsome gas appliance in a modern kitchen in hope it will sell itself! Before parting with the $200, $300 or $500 one of these appliances might cost, the public wants to learn about its features.

Demonstration ▪ Today's gas appliances fortunately are studded with features which lend themselves to demonstration. On the recommendation of our advertising agency, Lennen & Newell Inc., New York, we have always featured a demonstration as a key element in every gas commercial. Such demonstrations support our contention that gas appliances are more modern and automatic, and that they are faster, cooler, and cleaner.

Now, with color television, the persuasiveness of these demonstrations is multiplied many times. The flame-kissed flavor of a gas-broiled steak virtually sizzles through the screen. The delicate heat control so vital to good cooking takes on new meaning when the housewife is able to see the instantaneous reaction of the blue gas flame on the temperature-controlled top burner which we call the "burner-with-a-brain."

Food advertisers have long known the appetizing effect of color. Action demonstration has been the heart of tv's selling power. The wedding of the two in color television has extended to us the most convincing method ever devised for selling the fuel which cooks the food.

And, let it be emphasized, color television fits our future. As with other forward-looking businesses, the gas industry today is looking increasingly to the future. There is a growing need to tell consumers of the modernity of gas today, and tomorrow.

Through an ambitious research program, new uses for gas are being developed. The story of these new wonders of tomorrow not only makes exciting viewing but reflects favorably on our products of today.

Modern Medium ▪ Told in color television, the most modern of all media, our modernity story carries maximum conviction. On our opening "Spiral Staircase" commercial, for instance, Jinx Falkenburg set a modernity tone for our entire *Theatre 62* series by touring the gas "home of tomorrow." Viewers were introduced to walls that will keep them warm in winter and cool in summer, to a disappearing oven which bakes a cake in 12 minutes, and to a tiny gas fuel cell planned to supply all the energy a home will use.

Such fantastic wonders of the future being developed through gas industry research suddenly seem much nearer when viewed through color television, the miracle of our decade!

A basic premise of the AGA national television campaign always has been to provide AGA member companies with a caliber of television advertising that it would be difficult, if not impossible, for them to acquire alone on a local basis: specifically, a prestige program with outstanding stars, a prime mid-evening time period, and a large inventory of powerful commercials delivered by nationally-known talent.

Theatre 62, with its monthly, one-hour live dramatizations and fine casts; our choice Sunday, 10-11 p.m. EST time spot on NBC-TV; and our new gas commercials delivered with such warmth and conviction by Jinx Falkenburg, add up to a television campaign which each utility can be proud to sponsor in its own community.

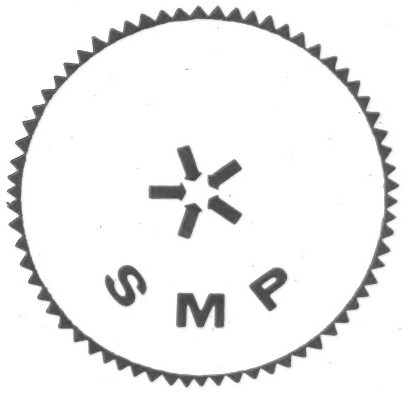
With the added increment of color, the stature and conviction of the American Gas Assn.'s television campaign has taken on a whole new dimension.

Advertising and television people seem generally agreed that this is color's big year. We believe they are right. Now, at last, they are "cooking with gas!"

S. F. Wikstrom is director of promotion, advertising, research, television and public information for the American Gas Assn., representing a $20 billion industry. Since 1958 he has headed AGA's $8 million PAR (promotion, advertising and research) plan. He began in 1940 with Birmingham Gas Co. In 1949, he became general sales manager for Mississippi Gas and in 1953 was made AGA southern manager. A year later, he became promotion manager, adding advertising in 1956.

introducing

THE SOUNDSMANSHIP MERCHANDISING PLAN



THE SOUNDSMANSHIP MERCHANDISING PLAN (SMP) provides radio stations with merchandise of every kind – penny items, giveaways, hard ticket and soft goods – at wholesale *or better*.

These tremendous savings are made possible only through Richard H. Ullman's volume purchasing power.

Every SMP client receives the exclusive SMP CATALOGS listing thousands of unusual items. In addition, the SMP MONTHLY BULLETIN highlights extraordinary once-a-month availabilities at even greater savings.

SMP answers your need for prizes for audience and sponsor promotions, station exploitations or executive gifts.

SMP adds to your power to compete in your market. You save save save, on one item or thousands.

SMP is available only to subscribers to THE BIG SOUND, FORMATIC RADIO and ULLMAN'S new COUNTRY AND WESTERN RADIO.

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President, 1271 Avenue of the Americas, New York 20, N.Y., PL 7-2197

DISTRIBUTORS OF THE BIG SOUND, FORMATIC RADIO, CRC JINGLES, IMN JINGLES, TARGET JINGLES, EV WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMENT

A DIVISION OF THE PETER FRANK ORGANIZATION, INC.
HOLLYWOOD / NEW YORK

BE SURE TO VISIT OUR SUITE AT THE BPA...
WALDORF-ASTORIA HOTEL, NEW YORK, NOV. 6-7-8

The audience is settling (on ABC-TV)

ABC leads on more nights than any other network.*

The restless dial-twisting from new show to new show is over. And the dial-twisters are beginning to settle down comfortably—in front of ABC-tuned sets.

The first report (after all new shows had premiered) shows ABC commanding more nights of the week than any other network.

It also shows ABC's Monday-thru-Friday evening audience average to be greater than any other network's.*

ABC's new shows are demonstrating their audience popularity with *Ben Casey* on Monday, *Margie* on Thursday and *Target: The Corruptors* on Friday. Each of the aforementioned front-runners ran first in its time period and helped give ABC over-all superiority on its night.

From where we sit, the audience would seem to be definitely settling on

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Oct. 15, 1961. Average Audience, Mon. thru Sat., 7:30-11 PM; Sun., 6:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 30, 1961, Vol. 61, No. 18

IS RADIO REACHING AGENCY EAR?

■ Some buyers admit they have little interest in medium

■ Others say audio salesmen's arguments are unconvincing

■ Survey shows ripple of dissatisfaction could turn to trend

Spot radio is facing a crisis which, while not yet menacing its future, is clearly retarding sales and promises to get worse unless somehow solved.

The heart of the problem is typified by a small number of agencies which in varying degrees are tending to write off radio as a dependably sound advertising tool—and moreover will admit, at least privately, that they are doing so.

Trend Ahead? ▪ The number of these agencies is still limited to less than a handful, but it includes agencies big enough to justify fears that a trend could develop. On a wider scale, signs of the same unrest are discernible in a rising volume of complaint among radio's salesmen that quite a few agencies won't listen to them—and among many agencies that radio's salesmen, as a whole, aren't saying much that's worth listening to.

Whichever is right—whether it's true that agencies are growing deaf or salesmen dumb, or whether the truth lies between these extremes or in other areas altogether—it seems generally agreed that radio has a problem which urgently needs solving.

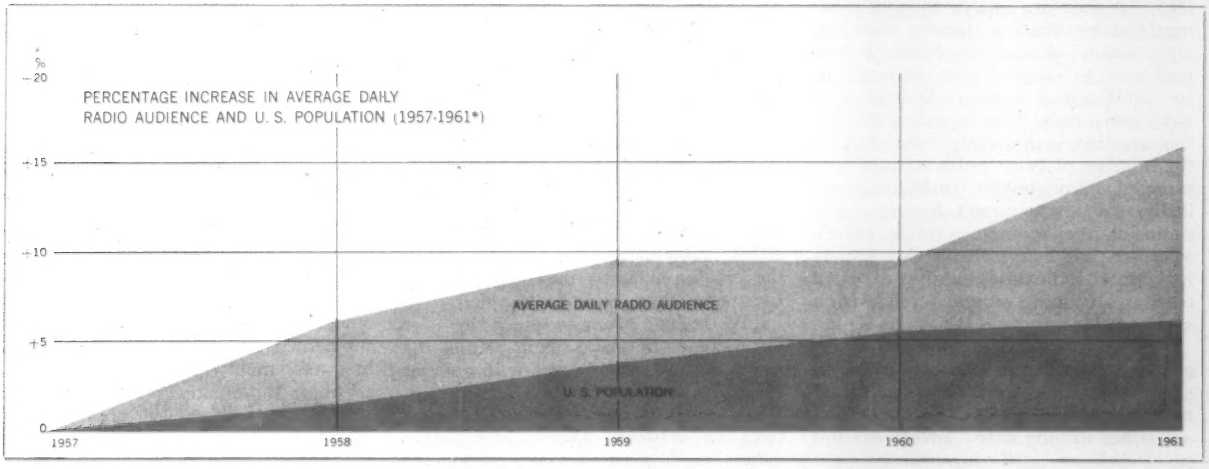
These conclusions condense—and necessarily over-simplify—a long catalog of other and often more entangled problems found by BROADCASTING in an exploration of the radio attitudes of buyers and former buyers as well as sellers of spot radio time.

Sales Soft ▪ The study came at a time when radio's national spot sales were encountering a softness, unusual for this time of year, which is spotty but widespread and which, by most accounts, is continuing (see story page 27) hence the study dealt largely in terms of national spot rather than local business, which appears to be running strong, or network sales, which apparently are still edging forward on the comeback trail.

Here are some of the key roadblocks standing in the way of better spot radio sales, as seen from the varying viewpoints of agencies, advertisers and radio sales authorities:

▪ Communications, from the buyer's standpoint: Probably more agency and advertiser executives than ever before are inclined to criticize today's run of radio sales presentations as "routine," "uncreative"; unmindful of the advertiser's individual problems, so slanted against competitive stations or so loaded with unproven claims and counterclaims as to be "meaningless" or "more confusing than anything else."

▪ Communications, from the seller's standpoint: Also probably more than ever before, salesmen are apt to complain that specific agencies—and in some cases agencies generally—either



Population explosion misfire compared with radio's growth

Radio's growth has moved rapidly ahead of the increase in U. S. population, the Radio Advertising Bureau points out. In 1957 radio's average daily audience was 68,354,000 people. By mid-year 1961, radio's average daily audience was 79,003,000. This is an increase of 15.6% compared to a 6.2% population growth in the same period. These figures, established by independent research, do not give radio the full benefit of its normally higher summertime audiences. They were calculated at the mid-point of 1961, just before the peak months of summertime listening. They do show radio's audience rising rapidly over four years—against a 1957 figure which does include summer.

won't give them time to make their presentations or pay little or no attention to the presentations after they have been made. An apparently growing number of salesmen feel it is necessary to go directly to the advertiser in order to get a fair shake—and this often alienates the agency further.

▪ For whatever reason, which may range from apparently legitimate "change of media strategy" decisions to reasons which are never clearly given, a few agencies have virtually abandoned spot radio—at least temporarily. One of the top half-dozen in broadcast billings acknowledged, privately, that it has not asked for a list of spot availabilities in "three or four months." Another, perhaps harshest of all, said some clients consider today's radio "only one step ahead of billboards."

▪ "The profits are in television." This argument is used widely by salesmen who feel that agencies stand to make much more money from television than from radio and this factor, consciously or not, inevitably influences decisions against radio. The same argument also is used frequently by agency people against reps. With several notable exceptions, they contend, rep firms working both media are apt to put greater heft behind their television efforts.

▪ Sales manpower: This is a point frequently raised, but the evidence is contradictory. Some experts feel that, especially in New York, home base of the networks, the sheer number of television salesmen—network, spot and local—overwhelms buyers to such an extent that they are unable to give radio much more than a second thought. Numerically, at least, the evidence does not seem to support this argument to so significant a degree. Several reps have more radio than tv salesmen, but this question is inevitably influenced by the number of tv or radio stations represented. Many buyers (including, ironically, some who aren't buying much radio at the moment) think radio's salesmen are better than tv's. Others look upon radio salesmanship as often used as a training ground for television salesmanship.

▪ Rates and deals: Buyers and sellers are inclined to agree that off-card deals and the separate "local" and "national" rate structures in effect at many stations are either driving many advertisers out of radio or diverting much "national" spot business to lower-priced "local" through direct dealing with stations. Brokerage and/or bartering of time is a similarly critical factor in keeping spot sales down, in the opinion of many experts.

▪ The "glamor" of television: This long-standing radio complaint appears to cling to its validity, especially in buying decisions designed to please manufacturers' distributors and local dealers. In addition, whether the "glamor" element influences advertisers or not, in a number of markets it is possible to buy daytime television at prices on a par with radio and at the television network level the rise of spot-carrier selling is taking appropriations which radio salesmen feel would otherwise go at least partly into radio.

▪ The sheer number of radio stations: With more than 4,000 am and fm stations now on the air, radio's intramural in-fighting is inevitably intensified, contributing to such already-noted problems as overly competitive claims and off-card deals.

The dominant single theme found in the study was that somewhere—and for whatever reasons—there is a "thinking gap" which radio must bridge in order to get its story across more effectively. Radio Advertising Bureau thought this "gap" is biggest between certain agencies and their own clients. Said Miles David, RAB vice president and director of promotion:

"The way to get perspective on radio is to talk to advertisers. You can go to leading clients of the agency which rarely recommends radio and find enthusiasm for the medium."

"Unfortunately, there is a gap between the thinking of *some* agencies and their clients. The advertiser looks at radio as a medium which does a marketing job. Often RAB's national sales staff finds advertisers are thoroughly familiar with radio, down to individual markets. This is because there's a 'feedback' from the company's own marketing channels through to the advertising department, and they therefore know about the selling job radio does and are receptive to radio presentations.

"One solution to the problem is increased activity at the top level of those advertising agencies which are not now very positive about radio. Radio needs all the sales manpower it has to reach the opinion-makers—the agency executives who create basic philosophy.

"We believe agencies which are now less than enthusiastic about radio—the really negative shops are few in number—can be turned around. Every presentation by RAB, by station representatives, by network salesmen, by station executives is a step toward closing the gap."

Facts at Hand ▪ Radio, Mr. David said, has "the facts to work with." He cited, for example, RAB studies showing that radio in 1961 has a 15.6% bigger audience, the year-round, than it had in 1957, although population growth in the same period has amounted to substantially less than that figure. He also noted the current indications that radio set sales this year will exceed 20 million for the second year in a row.

"We also have an intangible weapon—the excitement of selling ideas," he added." Great radio commercials are being done by the many agencies who *are* enthusiastic about radio. We suffer because some agency executives, and, particularly the creative people, aren't aware of the excitement you can put into radio.

"Most presentations to top-level people at agencies ought to include examples of effective commercials. RAB gets tremendous reaction out of these—and we're delighted to make commercials available from our library to anyone who wants to include the sound of radio's sell in their agency or advertiser presentations."

Others, including both users and sellers, thought the "gap" in many cases was as much between salesmen and agencies as between agencies and clients. At least two sales organizations have done studies underscoring this contention.

Advertising Survey ▪ Broadcast Time Sales, a radio sales representative, commissioned Trendex a year ago to survey some 120 New York-based advertisers to find out why radio's share of the national advertising dollar was slipping.

The results showed that almost half (48%) of the respondents thought tv and print salesmen were out-selling spot salesmen, as against less than two out of ten (18.5%) who didn't think so; but, among other things, better than eight out of ten said they were willing to devote time to presentations showing what radio could do for them (BROADCASTING, Jan. 2).

Better Broadcast Bureau conducts a continuing "survey" of advertisers and agencies in a search for guides toward more productive radio selling, and this has turned up a number of prominent advertisers openly critical of spot-radio selling practices.

A P. Lorillard executive said spot radio presentations too often are "carbon copies of the same stuff that's been going on year after year." A Pet Milk official said that "magazine and smart supplement salesmen sell their media first and their own books second, in a "smart and creative way," while radio salesmen too often sell predominantly against one another in what amounts to "intramural hara-kiri."

Skeptical Comments ▪ Similarly skeptical references to general radio salesmanship have been advanced by executives of other well-known companies in BBB's running study.

Other authorities rank radio's problems in a different order. Lawrence Webb, managing director of Station Representatives Assn., regarded rate

'Major market spot good, medium stinks, small all local'

The severity of the current pressures on spot radio business (see page 25) apparently depends on where you sit. Overall, the slowdown is regarded as modest and not alarming, but individual stations and station reps are feeling it—or not feeling it—in varying degrees which reflect no neatly uniform patterns.

Some stations and reps say they have been unaffected; some, in fact, say they expect to come through 1961 with record, or at worst near-record, totals. Others, including some major-market stations which are normally among the last to feel an economic pinch, say they're feeling it now to an extent unaccountable by any rational explanation.

Smallest First ▪ In general, the slowdown appears to be moving in traditional lines, affecting smaller stations first. One Chicago rep characterized it this way: "If you're a major-market station, spot business is good; if you're a medium-market station it stinks, and if you're in a small market your business is all local." But as a clear-cut pattern, even in the midwest, this generality was challenged by reports that spot business on one of Chicago's top "formula programming" stations is running as low as 20% of what it was a year ago, that the Chicago office of another important station is producing about half as much now as a year ago, and that at least one rep handling mostly medium-market stations, on the other hand, has encountered little slippage and considers the outlook good.

Assorted reasons are given for the unaccustomed fall softening, which became apparent in September and October. Some authorities attribute it to general economic problems in specific areas, and to overall uncertainties—inflation fears, stock market fluctuations, a drop in consumer spending, the Berlin crisis—on a broader scale.

Others speculated that some agencies made their spot radio buys earlier this year, and that it was not surprising that a doldrums period followed. Others said agencies were late with their tv buying, hoped this would be followed by a new spurt of spot radio placements. In many quarters it was stressed that not only spot radio but other media are currently feeling a pinch.

The softening market came after national spot radio billings snapped back from an estimated 7.9% drop in the recession-marked first quarter of 1961 to a less-than-2% drop in the second. Estimated total for the first half, as prepared for Station Representations Assn. by the accounting firm of Price Waterhouse & Co., was $89,644,000 or 4.7% below the 1960 first-half total (BROADCASTING, Sept. 4).

As the third quarter got under way authorities were hopeful that the first-half drop-off would be offset by gains in the second half. Although there was no official prediction, the consensus of many sales authorities last week was that the current slackness might preclude substantial second-half gains but that billings probably would hold their own as compared to the second half of 1960.

problems—especially off-card dealing and rate structures that price "national" and "local" business differently—and so-called bartering and/or brokerage of time as problems holding approximately equal importance at the head of the list. The vast number of stations in operation and fighting each other for audiences and budgets was another factor seen by Mr. Webb as a prime source of trouble.

Critics a Minority ▪ Actually agencies and advertisers openly critical of radio as a selling force represent a small minority. A great majority of those canvassed have used radio successfully and indicated they are not about to cut themselves off from its advantages when they can serve their own, or cliclients' purposes.

A major Midwest-based oil company, which puts some 60% of its total advertising budget into broadcast media, said it was considering an expansion in television for next year—but would not cut back radio in any event. The extra emphasis on television, an official explained, would be in response to dealers' clamor for television as a more spectacular sales stimulant.

BBDO, a major agency traditionally heavy in radio, reported that it finds radio salesmen selling harder than ever—and effectively, too. An official said BBDO is not reducing its use of radio—is buying this year at about the same level as last year. Nor does BBDO feel that television is in any way outmanning or out-pitching radio in the battle for the advertiser's dollar.

At Kenyon & Eckahrdt, Seymour Lieberman, vice president and marketing group head, reported that "radio, both network and spot, is constantly in our considerations during product planning and strategy development. Radio has certain unique properties and when these properties dovetail with marketing strategy requirements, radio can make an effective contribution to a strong media effort.

"In recent years," he continued, "K&E clients, ranging from Underwood Deviled Ham to Ford automobiles, have used anything from single personalities on network shows to four-network spot buys to 2,400 spots a week through local stations and individual markets.

Many of our clients are constantly testing different media strategies and radio has been and is being involved in these media experiments. Our use of radio has depended on the product and problem, but in our judgment it is by no means neglected at K&E, nor do we underestimate the importance of the medium as it is constituted today."

Quality Up ▪ Peter Bardach, a media supervisor at Foote, Cone & Belding, New York, put it this way: "The number of radio pitches has dropped off but those we do see, or notice, seem to have improved in quality." (FC&B is among those agencies which do not encourage presentations for either radio or tv unless they are solicited.)

He reported a pick-up in general radio interest and a coincidental decline in the "prevalence" of top 40 and rock 'n' roll or "formula" radio. His summation, however, was: there's less "aggressive selling" in radio.

While the general agency air bespoke attitudes of open-mindedness—or better—toward the use of radio, some agency executives had less than flattering observations to offer. Others, while not wholly unflattering, included observations pointing up areas where remedial action—or counter-action—might be indicated. Here are further highlights of BROADCASTING's findings:

Disenchanted ▪ The vice president and media director of a large New York-based agency said he is "generally unimpressed" with radio—network or spot—although he conceded that some of the colleagues in his office disagree with his disenchantment.

He said he regards radio as "purely a supplementary medium," adding: "If there's money left over and the advertiser needs frequency and extra reach, I recommend radio."

He reported that he personally does not see salesmen visiting the office, but

IS RADIO REACHING AGENCY EAR? continued

an assistant media director in charge of broadcast media could provide information on sales calls and sales presentations. This aide agreed generally with his superior though his condemnation was not so harsh. It was his experience, he said, that salesmen from the networks and representatives "do a good job in trying to sell us," but formal presentations suffer from "lack of facts, and unsubstantiated claims."

"I don't say we would use more radio if presentations were better," he added, "but I think it would help us a lot and we would at least give radio more consideration."

Can radio stations provide accurate facts and figures about their markets? One media vice president at a major agency, who has had considerable experience in media research, replied: "Frankly, I think it's a complex problem. Many stations cannot give you precise figures about their coverage, and it would take a lot of work to supply accurate data."

Fail to Get Attention ▪ He conceded that network and spot radio salesmen "do not get the attention" given to their tv counterparts by agencies, and offered these reasons: Most good-sized advertisers, rightly or wrongly, consider radio a supplementary medium and agencies therefore cannot allocate much time to radio pitches; television "chews up so much of the budget" that a decision about it commands the consideration of agency personnel; most media buyers at agencies buy for both radio and tv and because of the sums involved in television they concentrate attention on "glamor medium."

"To be blunt about it," this executive confided, "many advertisers today think of radio only after their tv and print plans are firmed up. And for a lot of advertisers, radio today is only one step ahead of billboards."

The media director of another top agency summed up the agency's attitude towards radio by saying: "You know, we haven't asked for any availabilities in radio in three or four months."

Tv Efficient ▪ He acknowledged that radio is "getting short shrift," but pointed out that the agency and its clients regard television—both spot and network—as "more efficient" than radio. He added: "We know we can buy spot tv at a cost that is more efficient than radio. Why not buy it?"

He conceded that buying spot tv today can be "a nightmarish experience because of the complex rate cards," but stressed that its values outweigh its drawbacks.

Radio billing will come more and more from local advertisers and from those national advertisers who can utilize the medium effectively because of budgetary limitations or require added frequency and broader reach, according to the vice president and media director of an agency which is relatively inactive in radio. He noted that radio salesmen are not encouraged at his agency but added: "I have no doubt that they concentrate on agencies that have accounts that utilize radio. That only makes sense."

Asked to cite reasons for not using radio in larger volume, he replied: "We have found that given a certain sum of money, this allocation is more effective on tv than on radio. It's as simple as that. In most cases, if a client is going to be in broadcasting, he's going to use tv—unless the budget is not adequate or the advertiser has certain problems that indicate the use of radio."

Active in Radio ▪ The vice president and media director of another large agency was surprised that there might be a prevailing opinion that agencies "have not been made aware of radio's potentialities." He pointed out that his agency is active in radio, with many of its major accounts in the medium. He said that he personally was "aware of considerable sales pressure" on behalf of radio from network and station representative salesmen and believes "a very good job is done." This executive felt that agencies, by and large, will utilize radio if "radio can do the job."

Donald E. Leonard, vice president and media director at Fuller & Smith & Ross, New York, estimates he sees five to ten radio salesmen each week, according to the needs of the individual account. He said there are two kinds of salesmen in radio (as in other media): the "creative" and the "door leaner." The "creative" salesman tries to cope with the agency's media problems, while the "door leaner" simply

WSAI suggests spot buyers try local formula

In the endless quest for bigger spot radio billings (also see page 25), WSAI Cincinnati set out last week to convince national advertisers they ought to use the same system that local advertisers have employed so successfully: big spurts of spots on and just before their biggest traffic days.

WSAI president Erny Tannen outlined results of a survey of Cincinnati Ford dealers and suggested that Ford Motor Co., in particular, might find it useful in placing radio business more effectively throughout the country.

An open letter from Mr. Tannen explaining the survey and the plan was to be circulated throughout Ford's executive echelon and, in cooperation with Robert E. Eastman & Co., WSAI's national sales representative, to other auto companies and, subsequently, to other national advertisers. Mr. Tannen said food companies, for instance, should also find the plan effective.

The technique, used by some big accounts in the past, involves concentration of spots during and immediately preceding the account's biggest sales days of each week, rather than spreading them uniformly throughout the week. Mr. Tannen said the system had produced WSAI's "biggest break-through in local billing in recent history," leading to a complete sell-out of local availabilities last week. He continued:

"We ask every prospect: 'On what days of the week do you generally do the most business?' Then saturate the station with a minimum of 10 spots per day on the day before and the day of the heaviest traffic. We have gone into the place of business of every new account and conducted a survey of customers. The results have generally been astounding."

National advertisers, he added, continue for the most part to specify spots scheduled lightly on a Monday-through-Friday basis. "But locally we almost never sell time this way," he said, because "if we expect to get renewals from local merchants, what we sell must work for our clients. And we have learned that the only way their advertising will work is to remind our listeners about the client's product or sale over and over again the day prior to and the day of his normally largest traffic days each week."

Mr. Tannen said that in his survey of Cincinnati Ford dealers, most designated Saturdays and Mondays as their biggest business days. If this pattern is typical of Ford dealers throughout the country, he said, "then Ford should saturate each station they buy on Friday, Saturday, Sunday and Monday. As far as I am concerned, they can forget the rest of the week. The remaining days will improve proportionately. I am certain that this proposal, if followed, will result in a marked increased in sales."

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market*—should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

asks, "Got anything for me today?"

Mr. Leonard thought radio selling was a training ground for many aspiring young salesmen who would eventually go into tv. In general, he felt the radio salesman was "poorly equipped in knowledge of competitive media."

Not Easy to Buy ▪ Beryl Seidenberg, head timebuyer at Kastor, Hilton, Chesley, Clifford & Atherton, New York, felt that radio salesmen have to "work harder" than their tv counterparts. She thought the "concept" of selling radio should be improved, because radio is "not easy to buy." She expressed a desire to hear the "sound" of radio, in addition to listening to statistical accounts of a station's performance and audience.

Another KHCAA timebuyer said she's "not terribly unhappy [with radio salesmen]. Most do a good job . . ." But she felt radio men could be more creative in their selling. The trend, in her opinion, is toward "boys" as radio salesmen (she estimates she sees about 50% youngsters; 50% experienced salesmen), and in many cases, "we [the buyers] have to train them."

She thought salesmen would be better equipped to do a helpful job if more of them are placed in training before they were allowed to call on buyers. Station or rep firm research departments, she noted, are conducive to training good salesmen.

A timebuyer at Doherty, Clifford, Steers & Shenfield, New York, said he sees about one radio salesman a day—"like taking vitamins," he pointed out. Generally, he thought radio salesmen "leave something to be desired" but even though "sometimes it gets trying, they're learning." However, he noted, "they're doing the best they can with what they have."

Place Through Dealers ▪ William A. Murphy, vice president and director of media and research, Papert, Koenig, Lois, New York, felt that "few large national advertisers buy spot radio through reps." Most, he thought, have agency media people place business locally through dealers and thereby pay only local rates.

Carol Lewis, PKL timebuyer, pointed out that a tv rep sells availabilities, but a radio rep sells *radio*. She has found that radio men know their medium "quite well," and although many of them are youngsters just getting started, they seem "pretty well primed."

A buyer for a prominent Chicago agency took the position that "fall has long been television time" and that some slippage in spot radio at this time of year is not alarming. She felt, however, that radio would be doing better if it were "sold more creatively," or if as much creativity went into selling it for fall as in selling for summer. She also professed annoyance at what she called the" ignorance" of many station reps about details of the programming and other operations of the stations they sell.

Buying More Radio ▪ Another Chicago buyer said her agency is buying more radio now than ever before, solely because of the results it produces, and is considering radio for other clients not now using this medium. Despite this dollars-and-cents evidence of the agency's faith in radio, however, she felt that too often it is sold "as a stepchild."

At another Midwest agency a buyer with long experience in radio was quoted as saying that "buying radio today is hard," not only because of fragmented audiences and conflicting rating claims but also because there have been so many changes in station ownership and in station formats that "there's no consistency in the medium any more."

Not Effective ▪ Are radio salesmen doing an effective job selling their medium? The senior vice president and media operations director of one of the biggest tv-radio agencies said: "I'm afraid I must answer negative. I think good creative thinking is missing."

He placed the blame for this deficiency on radio networks and sales rep firms.

"They don't want to recognize the problem for what it is," he said. "They're putting out less money, with fewer sales tools, than they formerly did—when radio was a much better buy than it is now."

He felt that the problem is that radio interests are trying to grab a bigger share of the market without spending anything extra.

Generally, he thought, radio salesmen are better than those who make sales pitches for tv. "Radio guys seem to have more confidence," he said. "They work harder and are more sincere. Unfortunately they're not properly supported."

He added, however, that his agency is not really a good example of what's happening in radio, because it spends "very little" in radio as against "millions in television."

Radio Salesmen Best ▪ A timebuyer at Doyle Dane Bernbach, New York, said she considers that, on the whole, radio salesmen are "much better" than tv salesmen. She sees five or ten a week. Radio people have a harder sell, she reasoned, while tv salesmen are "just order takers."

She said she feels that radio salesmen deserve better support from their firms. "They're mostly oldtimers and youngsters," she said. "I suppose that's because there's more money to be made on the tv side."

A veteran buyer at another top agency said her agency does very little radio business now, but that from long experience she feels that radio salesmen are real salesmen.

Tv salesmen, she said, "usually are nothing more than order takers. Take the rating cards out of their hands and they can't sell you a nickel's worth."

This buyer blames the heads of networks and station rep firms for "downgrading radio."

"They feel they know where the money is," she said, "and they don't pay enough attention to radio."

For the most part, she said, the radio sales ranks are made up of the young and the old. The oldtimers, she contended, "are the best in the business—the old pros—and they really know their jobs."

Open-Door ▪ Margot Telki, radio and tv timebuyer at Reach, McClinton Inc., New York, said her agency doesn't have too many radio clients and consequently she doesn't see too many radio salesmen. Nevertheless she wishes more would come in.

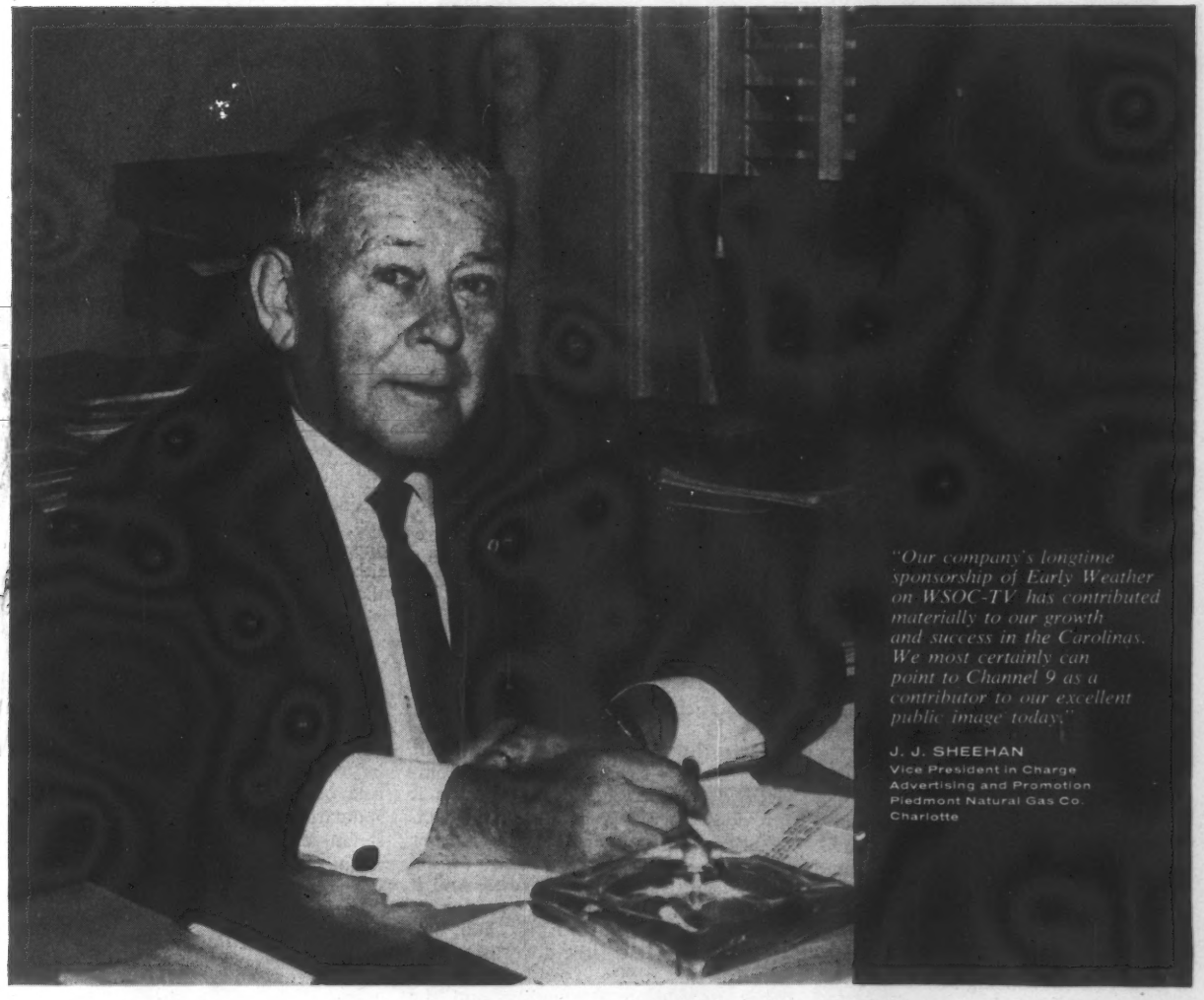
"It's a shame more radio salesmen don't come around," she said. "I have an open-door policy. "The more salesmen I see, the broader geographical perspective I get. I'm always interested in picking up new market information."

Miss Telki estimates that on the average she sees about 5 or 10 tv salesmen a week—and in busy seasons perhaps 10 a day. She was convinced that radio people don't do as effective a job of selling as their tv counterparts. "I don't see enough of them," she says.

The broadcast media director of one of the biggest agencies insisted that radio, like other media, receives "full consideration" by the company's plans board but claimed there are two factors operating against radio. One is that television is "the number one medium around and consumes a large part of the budget," and the other is that there is still "a strong opinion that radio, unlike newspapers and magazines, is not merchandiseable." He added that he personally felt that radio *is* merchandiseable but that information submitted by station representatives often does not include merchandising plans.

A timebuyer at MacManus, John & Adams, New York, who said he handles more radio accounts than tv, believes that the radio salesmen "do at least as good a job as the tv salesmen." In the case of one rep house, which he said services both radio and tv station, "the radio guy does a better job than the tv guy." The buyer estimates that over a period of time he sees four radio salesmen to every three tv salesmen.

"Charlotte's WSOC-TV... contributed materially to our success in the Carolinas"–J. J. Sheehan



"Our company's longtime sponsorship of Early Weather on WSOC-TV has contributed materially to our growth and success in the Carolinas. We most certainly can point to Channel 9 as a contributor to our excellent public image today."

J. J. SHEEHAN
Vice President in Charge
Advertising and Promotion
Piedmont Natural Gas Co.
Charlotte

Here in the Carolinas, WSOC-TV is the station that does something about the weather . . . so well that Piedmont Natural Gas has been a continuous sponsor since Channel 9's first month on the air. This station serves an area of nearly 3 million people with the region's most helpful public information services. For success in the Carolinas, schedule WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

A refresher course for agencies

Quick-changing developments in the field of tape production have prompted Videotape Productions of New York to offer a series of refresher courses for advertising agency executives at its new three-stage studio in mid-Manhattan. A session for D'Arcy personnel last week placed the emphasis on new techniques and devices created to improve the lighting of commercials.

Charles (Chuck) Holden (l.), Videotape's director of production, conducted the refresher course for D'Arcy production and creative staffers, who are grouped around him, as he explains the value of Roto-Glo, a device designed to bring out the visual highlights of products with glass and metallic finishes. The group of 12 D'Arcy staffers were given a tour of Videotape's facilities and viewed various commercials produced by the company recently, accompanied by an explanation of the techniques involved in production. Questions from D'Arcy personnel were answered by Mr. Holden and other Videotape executives.

The sessions last about two hours, and from two to three agencies are invited each week. Representatives of Ogilvy, Benson & Mather and of Lennen & Newell already have taken the refresher courses. Others scheduled are from Warwick & Legler, Compton Adv., Fuller & Smith & Ross, and Sullivan, Stauffer, Colwell & Bayles.

Agencies should improve business methods—Rubel

The "piece-by-piece approach" is out of date in the management of advertising agency accounts and administration of compensation, Ira Rubel, head of his own agency management consulting firm, told the annual meeting of the Mutual Advertising Agency Network in Chicago last week. He felt this has been one reason agency profits have been so low.

To make the most effective use of their creative talents, agencies must assume a more professional attitude and plan ahead more carefully just as other businesses do, Mr. Rubel indicated. With a clear policy on services and charges, the advertiser also will learn "that he cannot bargain for such an intangible and delicate product as creative personal services without running a great risk of reducing the value of the product that he is bargaining for," he said.

Mr. Rubel also envisioned a new era for the agency creative man if the administrator of the agency refrains from telling him how to create and instead helps him understand better the importance of what he is doing in relation to the needs of the client. "Working as a team, the business man and the creative man can understand the implications of the agency's work for a client and with such knowledge they will be in a position to control the operations costs and agency compensation," Mr. Rubel said.

MAAN also announced the membership of three new agencies: Creative Assoc. Inc., Grand Rapids, Mich.; Dudgeon, Taylor & Bruske Inc., Detroit, and Advertising Agency and Public Relations Consultants, Pittsburgh.

Fondren sees dangers in legislation on ads

A fearful picture of a nation without advertising and therefore without competitive commerce and the products it provides was painted Monday (Oct. 23) by Lee Fondren, station manager of KLZ Denver and president of the Advertising Assn. of the West. And it can happen, he warned a meeting of the Hollywood Advertising Club, unless all members of the advertising fraternity—advertisers, agencies, media—work to educate the public and the public's representatives in the state and federal legislatures on what advertising means to our economy.

Mr. Fondren's address, "Advertising —1980," which he has made to more than 30 meetings, cited restrictive legislation introduced against various types of advertising and various advertising media.

"Why am I, a broadcaster, so interested in speaking up for the billboard people? Why should I be concerned about the attack being made on the drug industry, the automotive business or the optometrists?" he asked.

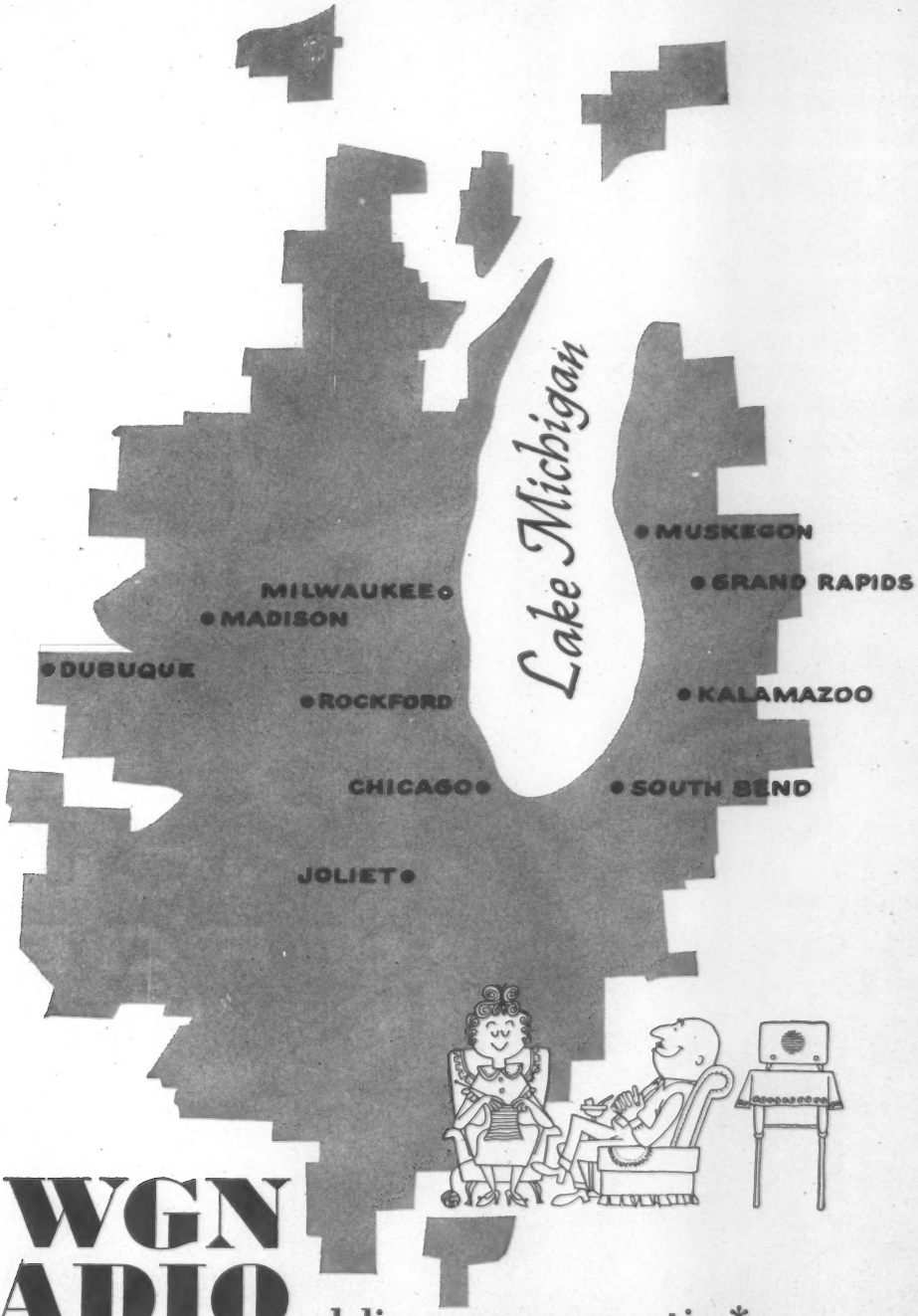
". . . The reason—to me—is a simple one. . . . I see a threat to all of us as citizens of a democracy where we have the right to expect freedom of speech whether it's on a platform or through an ad to sell a product or an idea to the public."

As a preventative, Mr. Fondren urged his colleagues to carry out better self-regulation of advertising, to give more information to the public about the role of advertising in maintaining the standard of living and to give representatives in the legislatures the facts about advertising and the dangers of proposed controls.

Also in advertising...

Agency moves ▪ Ketchum, MacLeod & Grove Inc. has moved its New York office into larger quarters at 733 Third Ave. Telephone—Murray Hill 7-5640 —remains the same.

New commercials consultant ▪ A new company has been formed to service documentary realism in radio and tv commercials. Sound Actualities Inc., 2 W. 46th St., New York, is organized as a world-wide recording network and as a creative consultant to agencies in the planning and production of "actuality commercials."



WGN RADIO

delivers more counties*
more homes**
more adult listeners**
than any other Chicago radio station!

*Nielsen NCS 61, Advance Station Service.

**Nielsen, August-September, 1961, Chicago NSI Report.

Member of Quality Radio Group, Inc.

IN CHICAGO, WGN RADIO means quality programming and dedicated community service.

CHICAGO: 2501 Bradley Place, LAkeview 8-2311

NEW YORK: 220 E. 42nd Street, MUrrayhill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee.

Bob Rich, Seven Arts Vice President and General Sales Manager, after person-to-person talks with seven representative station executives, states:

"No motion pictures ever released to television have generated as high a commercial return for stations as Warner's 'Films of the 50's.'

"In such important markets as Denver, Chicago, Amarillo, Dallas, New York, Asheville, N. C. and Minneapolis 'Films of the 50's' have clearly demonstrated their overwhelming acceptance by local and national advertisers. Here's what they reported at mid-September."

IN DENVER

KLZ-TV debuts "THE 10:30 MOVIE," a new Monday through Saturday feature film showcase primarily scheduled with Warner Bros. "Films of the 50's." Says Jack Tipton, Manager and Director of Sales, ●● Three weeks prior to the premiere, this new show was 80% sold out to such blue chip national advertisers as Coca-Cola, Avon Products, Wrigley Chewing Gum and Vick Chemical in addition to such local advertisers as Meadow Gold Dairy, Ford Dealers, Dupler's Furriers, Nides Electric Appliances and the Paradise Pet Shop. By premiere date September 8th 'The 10:30 Movie' was 100% sold out. ●●

CLOSED-CIRCUIT REPORT

of stations' commercial success with Seven Arts' "Films of the 50's"

IN NEW YORK

Peter Affe, Station Manager, WNBC-TV says,

●● That the Seven Arts product is accepted by time buyers as top quality TV entertainment is attested by the fact that we premiered our new Saturday night Movie Four on September 23rd with all available minutes and 10 second ID's sold out. ●●

IN CHICAGO

Jim O'Rourke, Western Division Sales Manager, WGN-TV, reports:

●● WGN-TV was 100% sold out a week before its new feature strip unveiled 'Films of the 50's' on September 11th, Mondays through Fridays at 10:15 P.M. ●●

IN AMARILLO

we hear from Charlie Keys, General Manager, KVII-TV,

●● KVII-TV debuted its weekly presentation of 'Films of the 50's' on Sunday, September 17th at 10:00 P.M. Two weeks before starting time this ABC network affiliate was 75% sold out to two local sponsors, Amarillo National Bank and Fedway Department Stores. By starting date KVII was 100% sold out. ●●

IN MINNEAPOLIS-ST. PAUL

says Don Swartz, President and General Manager, KMSP-TV,

●● Advertisers are quick to sense the strong audience appeal of these Seven Arts feature films. Three weeks after buying Volume II, we were over 80% sold out on 'Picture of the Week,' which we initiated September 8th on Friday evenings at 10:30 P.M. ●●

IN DALLAS

says KTVT's Program Manager, Arno Mueller,

●● Selling is made somewhat easier when you have the best feature films to schedule. To wit: our Friday night show, 'Films of the 50's,' was sold out before its September 8th premiere. ●●

ASHEVILLE, GREENVILLE, SPARTANBURG

Theodore Eiland, WLOS-TV's Vice President and General Manager, says:

●● To develop not only audiences, but **dollars** you've got to deliver top product. When you tell TV buyers you've signed up for Seven Arts, they instantly connect the name with the most outstanding movies on TV today. Result, we entered Fall with a sold out situation. ●●

Warner's films of the 50's... Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Advertising Council sees big job ahead

NEW CAMPAIGN ON COMMUNISM TO START SOON

Spearheaded by radio and television and with the strong backing of other media, Advertising Council campaigns last year received contributions of advertising time and space evaluated at more than $200 million, Edwin W. Ebel, General Foods vice president for advertising agencies, vice chairman of the council and its national radio-tv chairman, reported Tuesday (Oct. 24) at the annual luncheon of the council's Hollywood committee. Network tv commercial programs alone accounted for more than 20 billion tv home impressions, he stated, noting that "the additional support given by local stations would more than double this figure."

In thanking the radio and tv networks, agencies, producers and advertisers for their support of past council campaigns, Mr. Ebel asked "the big question we all face: Now that the networks are taking over program control [and he estimated that they now control more than 90% of prime-time tv programming], will they, along with that control and authority, assume the responsibility for serving the many major public-service campaigns regularly, systematically and effectively?

"I know they can and I believe they will," Mr. Ebel answered his own question. "For if they do not—if they don't gear themselves for such a large undertaking, then it could happen that the most powerful plan ever devised for public-service information through mass media would wither and die. . . .

"I am hopeful that the network management will relentlessly work to make clear to all in their organizations—and to their customers as well," Mr. Ebel declared, "that, holding this program authority, they must initiate and follow through on plans and policies to give the time to public-service messages that was given regularly and generously when the advertiser and his agency were in this position of control. For I believe that this kind of advertising, public service advertising, makes all advertising more believable and more trusted."

Citing the more successful campaigns of the past year, Mr. Ebel said that in the months ahead major effort will be called for support of a nationwide educational program on the nature, purposes and techniques of international communism. Titled "The Present Danger," this will be the third phase of the overall "Promise of America" campaign, which began last December with "Goals for Americans" and followed with "Confidence in a Growing America." The final phase of the program, "will be a campaign to help affect such changes in American attitudes as may be vitally needed to help us in the struggle with international communism.

Frederick G. Dutton, special assistant to President Kennedy, thanked the Hollywood committee on behalf of the President for their contributions to the national welfare through the council campaigns and asked their support of a new campaign on Civil Defense and the shelter program, which he said will be launched within the next 60 days. Walter H. Bunker, vice president and radio-tv director, Young & Rubicam, Hollywood, and chairman of the council Hollywood committee, presided at the luncheon meeting, held in the Beverly Hills Hotel.

Among participants at the sixth annual Hollywood meeting of The Advertising Council were (l to r): Edwin Ebel, vice president and advertising manager, General Foods, and council vice chairman; Frederick G. Dutton, special assistant to President Kennedy, and Walter Bunker, Young & Rubicam, chairman of the council's Hollywood radio-tv committee.

Changing vtr picture

A marked decrease in the number of tv stations which charge for running a video-tape commercial supplied by an advertising agency is disclosed in the second annual survey of vtr-equipped stations by D'Arcy Adv., Chicago. This year only 12 of a total 253 vtr-equipped stations charge, compared to 19 of a total 203 last year. This year there are 23 stations with color vtr, compared to 15 in 1960, the survey showed. The survey was made by Don Norton of D'Arcy.

Empire sets fm push for hi-fi equipment

One of the country's first hi-fi equipment manufacturers to sponsor fm stereo broadcasts has launched an fm radio campaign nationwide.

The buy, for Empire Scientific Corp., Garden City, N. Y., through Katz, Jacobs & Co., New York, is for 13 weeks, but the campaign has been projected for at least a six-month run, according to the agency.

Empire, which is promoting its new Empire Troubador hi-fi playback unit and components, will tie in local Empire distributors in more than 25 cities across the country. The campaign consists of four one-minute spots each day —two daytime plus two in nighttime— over each fm station selected; an overall rate of more than 100 spots a day, over 3,000 each month.

Earlier this year on WKFM (FM) Chicago, Empire became the first hi-fi manufacturer to sponsor an fm-stereo broadcast, an agency spokesman said. The success of this experiment led to the selection of the fm medium on a national basis.

Agency appointments...

- Lester Bros. Inc. (home builders), Martinsville, Va., appoints Zimmer-McClaskey-Frank, Richmond, for the firm's Lesco Homes Div.
- Fisher Radio Corp., Long Island City, N. Y., manufacturer of high-fidelity sets and components, appoints Daniel & Charles Inc., New York, as its advertising agency.
- Santa Clara Packing Co., San Jose, Calif., appoints Cappel, Pera & Reid, Orinda, Calif., as its agency.
- Mackel Development Co. appoints The Allenger Adv. agency, Brookline, Mass.

WLBW-TV, Miami's new Channel 10, serving the number one market in the Nation's fastest growing state, is proud to announce the appointment of H-R Television, Inc. as exclusive national representatives. Airdate, November 20, 1961

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Oct. 19-25, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Oct. 19	**Dr. Kildare** (8:30 p.m.)	NBC-TV	23.1
Fri., Oct. 20	**Route 66** (8:30 p.m.)	CBS-TV	23.7
Sat., Oct. 21	**Perry Mason** (7:30 p.m.)	CBS-TV	28.2
Sun., Oct. 22	**Bonanza** (9 p.m.)	NBC-TV	27.1
Mon., Oct. 23	**Andy Griffith** (9:30 p.m.)	CBS-TV	23.4
Tue., Oct. 24	**Red Skelton** (9 p.m.)	CBS-TV	23.4
Wed., Oct. 25	**Wagon Train** (7:30 p.m.)	NBC-TV	28.8

Copyright 1961 American Research Bureau

Angostura back on radio after three-year hiatus

The Angostura-Wupperman Corp., New York, last week returned to radio after a three-year absence.

The advertiser of Angostura aromatic bitters moved into six major markets the week of Oct. 30 with varying schedules of one-minute and 10-second spots. The new campaign prepared by Foote, Cone & Belding, New York, features the product in food recipes with the theme "Angostura is the magic ingredient that adds tantalizing taste to hamburger, cream sauce, salad dressing, stew, soup, tomato juice."

The commercials are spotted on local personality programs in the Los Angeles, Chicago, San Francisco, New York, Cleveland and Minneapolis-St. Paul markets. Magazine insertions during the current campaign will promote Angostura's quality of "How to make a good drink better—dash Angostura on the ice before you pour your rum, vodka, gin or whiskey."

Angostura's last radio outing was in 1958 as a participant in CBS Radio's daytime *Arthur Godfrey Show*. The following year, a spot tv campaign featured Genevieve and Dione Lucas as commercial spokeswomen in Angostura food commercials.

Pacific Gas buys 'Biography'

The purchase by Pacific Gas & Electric Co., San Francisco, of the *Biography* half-hour series in seven northern and central California markets was announced last week by Seymour Reed, president of Official Films Inc., New York. The series, being produced by David L. Wolper, centers around the lives of noted figures and will include such subjects as Babe Ruth, Admiral Richard Byrd, Thomas A. Edison, Franklin D. Roosevelt and Fiorello H. LaGuardia.

Pacific Gas sponsorship, arranged through BBDO, San Francisco, will cover San Francisco, Eureka, Fresno, Salinas-Monterey, San Luis Obispo, Chico-Redding and Bakersfield. The series also has been bought for showing in New York and Los Angeles.

Rep appointments...

▪ KICU-TV Fresno - Visula, Calif.: Sandeberg/Gates in the West and Weed & Co. in the East. The station will go on the air next month.

▪ WVUE (TV) New Orleans: Edward Petry & Co. as national representative.

Shell dealers' radio buy

A group of 13 Shell Oil dealers in the Sacramento, Cailf., area are jointly sponsoring 20 football scoreboards each weekend on KRAK Sacramento. Manning Slater, general manager of KRAK, foresees the move as a precedent involving the return to radio of Shell Oil Co., which early in the year decided to withdraw from the broadcast media and place virtually all of its advertising appropriation in newspapers. The Sacramento area Shell dealers are in radio for the winter at least, with the 12 weekends of football scores on KRAK to be followed by ski reports and basketball scores. Commercials are devoted largely to Shell's antifreeze product.

Program for TvB meeting announced

It'll be sales sessions and a speechfest of top agency officers at the Television Bureau of Advertising annual meeting on Nov. 15-17 at the Statler Hilton in Detroit.

As released today (Oct. 30) by TvB the program includes speeches by Campbell-Ewald President Thomas Adams on Nov. 16 at lunch and Kenyon & Eckhardt Board Chairman William Lewis on Nov. 17 in the morning, and still a third, Charles F. Rosen, executive vice president of W. B. Doner & Co., who appears Nov. 17 on a panel with a group of broadcasters at lunch.

The top sales feature at the meeting is the unveiling of a new presentation, "The Salesmachine," for members, advertising and agency executives and newsmen in the ballroom in the morning (Nov. 17).

Also on the agenda: receptions Nov. 15 and 16 evenings, sales managers meeting morning of Nov. 16, full membership meeting that aftrnoon, and tours of the Cadillac plant and of Greenfield Village. Reports will be delivered by TvB officers on Nov. 17 (morning). On the panel with Mr. Rosen: Otto Brandt (King Broadcasting Co., Seattle), A. Louis Read (WDSU-TV, New Orleans), Mike Shapiro (WFAA-TV Dallas). Their topic is "Television's Influence in the Market Place."

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Format Films, 4741 Laurel Canyon Blvd., North Hollywood, Calif.

General Foods (Jell-O), one 60, animation, film. Herb Klynn, prod. mgr. Agency: Young & Rubicam; Reed Springer, prod. mgr. and a.e.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69.

Old Milwaukee Beer (beer), one 60, live-animation, film. Fred Crippen and John Marshall, prod. mgrs. Agency: Post & Morr Inc.; Anthony Habell a.e.; Paul Zara, prod. mgr.

Phil Davis Musical Enterprises Inc., 59 East 54th St., NYC 14

Eskimo Pie Corp. (Eskimo Pie), one 60, one 20, one 10, open-middle musical; magnetic tape transferred to vinyl pressings. Phil Davis, prod. mgr. Agency: Eastern Adv. Inc.; Raymond Berry, a.e. and prod mgr. Approx. cost $7,500.

Videotape Productions of New York, 101 West 67th St., NYC

American Cyanamid Co. (Creslan fiber, Melmac dinnerware), two 60s, tape. Tack Keely, prod. mgr. Agency: Erwin Wasey, Ruthrauff & Ryan; Jack Schwartz, prod. mgr.

Minnesota Mining & Manufacturing (Scotch Brand Tape), one 60, tape. Chuck Holden, prod. mgr. Agency: MacManus, John & Adams Inc.; Joe Africano, prod. mgr.

National Biscuit Co. (various products), four 60s, tape. Phil McEnery, prod. mgr. Agency: McCann-Erickson; George Weber, prod. mgr.

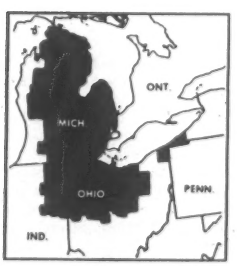
POLITZOMANIA STRIKES AGAIN!

. . . and again and again and again! Each time another fact is uncovered in the 1961 WJR-Politz Study, politzomania* strikes deeper and deeper into advertising people and places. Even media vice presidents and advertising directors now fall helpless before politzomania.

The latest politzomania-causing fact reported from the field by WJR sales reps is the impact WJR news has on its listeners. The 1961 WJR-Politz Study reveals WJR as the number one choice for news by more than a million adults in the Detroit-Great Lakes Area. To be more specific, more than 1,132,000 people age 15 and older named WJR best for news. And 175 stations were mentioned in the 100-county four-state area of the study.

Please understand, then, our reps' enthusiasm as they apply this new kind of radio research to your specific advertising objectives. Well-armed with *all* the facts from the 1961 WJR-Politz Study, our sales reps will help you pinpoint logical prospects for your products. These prospects are profiled according to age, sex, socio-economic status, home ownership, radio listening habits, and many other helpful characteristics.

As this data passes into your hands, anticipate politzomania. Don't fight it. So far, no one has been immune.



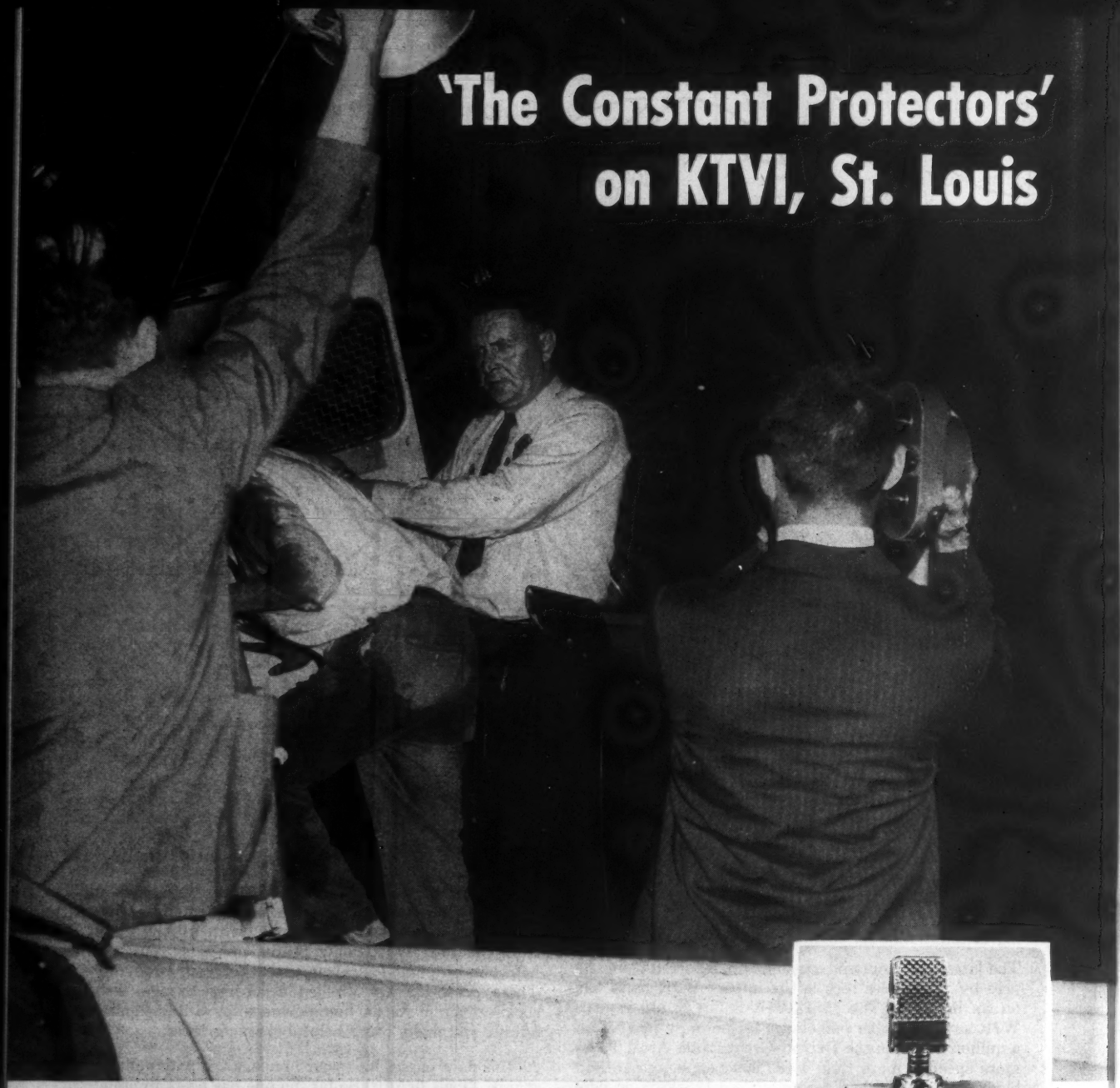
The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

*po•lit•zo•ma•ni•a—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!

'The Constant Protectors' on KTVI, St. Louis



PROTECTION IN ACTION—With the cooperation of the St. Louis Police Department, KTVI cameramen record exciting action-sequences of officers on the job.

"Awarded to KTVI for America's best local programs in the interest of Youth, the American Legion's Golden Mike bears testimony to our continued high standard of television programming. Through 'The Constant Protectors' and others in the *Expedition* series, our staff has proved its dedication to the production of telecasts that meet the vital needs of our community and its people."

PAUL E. PELTASON
Executive Vice President
Station KTVI

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by

BLAIR-TV

Highlighting True Value in Community Advantages

Television has few assignments more challenging than this:

To present a clear, objective picture of law-enforcement in action—free from overplayed dramatics, yet not minimizing grimness, nor danger.

So Station KTVI, St. Louis, is naturally gratified by the community's enthusiasm over "The Constant Protectors" produced as part of KTVI's featured series, *Expedition, St. Louis!*

Besides on-the-scene filming of police in action, "The Constant Protectors" includes an operational outline of the police alarm system; a thought-provoking sequence showing capture, booking and interrogation of youthful suspects; detailed explanations of polygraph and spectrograph; and a fast-moving interview with the Chief of Police, Col. Curtis Brostron.

Submitted as typical of the *Expedition, St. Louis* series, "The Constant Protectors" won for KTVI an Ohio State Award in 1961. And from the National Education Association came a citation to KTVI for "an outstanding series presented in cooperation with local education authorities to meet curricular needs."

Responding to such nation-wide recognition, ABC Television chose "The Constant Protectors" for its FOCUS ON AMERICA series, presenting the KTVI telecast on the entire network at 8 p.m. EDST on Tuesday, July 11.

To Blair-TV, creative community-interest programming by great stations like KTVI is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

August network tv spenders

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

	August 1961	January-August 1961	January-August 1960
Agriculture & farming	121,320	1,594,004	1,405,313
Apparel, footwear & accessories	373,001	6,352,529	5,061,612
Automotive, automotive accessories & equipment	2,716,246	29,237,522	33,815,406
Beer, wine	478,698	4,092,584	5,294,125
Building materials, equipment & fixtures	....	2,525,476	1,550,794
Confectionery & soft drinks	814,846	12,466,999	9,812,349
Consumer services	399,758	4,003,977	2,374,243
Drugs & remedies	7,620,956	59,772,181	53,939,692
Entertainment & amusement	....	879,902	842,467
Food & food products	11,115,307	90,300,500	74,209,115
Freight, industrial & agricultural development	....	270,010	247,530
Gasoline, lubricants & other fuels	1,072,663	11,108,498	10,020,119
Horticulture	7,040	172,830	371,250
Household equipment & supplies	2,086,026	19,987,085	20,567,200
Household furnishings	401,330	2,540,423	3,881,952
Industrial materials	1,379,920	12,025,261	15,978,439
Insurance	684,087	7,332,936	9,139,035
Jewelry, optical goods & cameras	561,098	7,877,106	7,165,491
Office equipment, stationery & writing supplies	539,178	2,013,950	2,055,164
Publishing & media	57,493	1,209,696	1,648,939
Radio, tv sets, phonographs-musical instruments, accessories	....	1,039,031	3,663,861
Retail or direct by mail	....	145,164	36,792
Smoking materials	7,740,444	55,422,935	51,119,428
Soaps, cleansers & polishes	7,705,207	57,436,663	45,544,573
Sporting goods & toys	200,667	2,105,973	1,597,652
Toiletries & toilet goods	11,480,363	82,356,158	75,142,722
Travel, hotels & resorts	35,200	69,029	765,173
Miscellaneous	813,067	6,052,594	5,688,840
TOTAL	$58,403,914	$480,391,016	$442,939,276

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR

	August 1961
1. Procter & Gamble	$5.219,840
2. Lever Brothers	2,989,704
3. American Home Products	2,571,321
4. R. J. Reynolds Tobacco	2,062,724
5. Colgate Palmolive	1,878 974
6. P. Lorillard	1,729,274
7. General Mills	1,500,355
8. Bristol-Myers	1,408,733
9. General Motors	1,382,003
10. Brown & Williamson Tobacco	1,327,912
11. General Foods	1,283,737
12. Sterling Drug	1,256,961
13. National Biscuit	1,043,262
14. Miles Laboratories	1,023,996
15. Gillette	987,857

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR

	August 1961
1. Camel cigarettes	$927,768
2. Crest tooth paste	869,821
3. Anacin tablets	859,332
4. Bufferin	701,991
5. Kent cigarettes	683,950
6. Winston cigarettes	658,654
7. Tide	645,810
8. Swan liquid detergent	591,698
9. Viceroy cigarettes	586,823
10. Salem cigarettes	476,302
11. Alka-Seltzer	471,641
12. Nabisco cookies	434,590
13. Pall Mall cigarettes	428,876
14. Philips Milk of Magnesia	419,759
15. Bayer aspirin tablets	405,477

New York to see communism 'answer'

The growing interest by advertisers in today's political climate was pointed up by the announcement that Schick Razor Co., New York, through Compton Adv., New York, and Technicolor Inc., Hollywood, through Kenyon & Eckhardt, Hollywood, will sponsor a three-hour-long program, *Hollywood's Answer to Communism* on WPIX(TV) New York on Thurs., Nov. 2, 8-11 pm).

The program is a tape of a three-hour rally held Oct. 16 at the Hollywood Bowl, during which many top Hollywood personalities and several national political leaders spoke against communism. Initially it was carried live and was beamed in prime time to 35 western tv stations under the sponsorship of Schick and Richfield Oil Co. (BROADCASTING, Oct. 23).

The close attention of business to communism was revealed in an earlier report that D'Arcy Adv. in St. Louis is inviting its employes to listen to weekly taped lectures on this subject (AT DEADLINE, Oct. 16).

Big piece falls out of NBC-RKO deal

'NO SALE' OF KTVU MAY AFFECT MULTIMILLION TRANSACTIONS

The first crack in the pyramid of station sales and exchanges involving NBC and RKO General appeared last week when the owners of KTVU (TV) San Francisco called off their deal to sell the vhf independent to the network.

The decision will become formally known today (Oct. 30) when the FCC is informed that the $7.5 million contract has been allowed to terminate. Originally the KTVU-NBC contract ran to Aug. 24, but this was extended last summer to Oct. 30.

Collapse of the San Francisco purchase also stymies RKO General's $11.5 million contract to buy NBC's WRC-AM-FM-TV Washington, it is understood. This is because the network's sale of its Washington facilities is contingent on its purchase of the San Francisco outlet.

The San Francisco and Washington sales are part of an estimated $40 million transfer and exchange compact between NBC and RKO General which also includes the exchange of NBC's Philadelphia stations (WRCV-AM-TV) for RKO General's Boston facilities (WNAC-AM-FM-TV).

The termination of the NBC-KTVU sales agreement is not believed to have any effect on the basic Philadelphia-Boston transfers.

Although no comment was forthcoming from NBC with regard to the KTVU purchase termination, the network may be presumed to be still interested in acquiring a tv outlet in San Francisco or in some other city. Failing that, NBC presumably will not dispose of its Washington stations.

This is based on the belief that NBC will not settle for less than the maximum five vhf tv stations permitted under FCC regulation.

Must Sell ▪ The network is under a federal court order to dispose of its ownership in the Philadelphia stations. This came after it signed a consent order agreeing to a Dept. of Justice antitrust complaint questioning its methods in acquiring the Philadelphia properties. NBC bought the WRCV stations (then KYW and WPTZ [TV]) from Westinghouse in 1956. The transaction involved the trading of Westinghouse's Philadelphia stations for NBC's Cleveland stations (WTAM-AM-FM and WNBK [TV]). The network also paid Westinghouse $3 million.

The Justice Dept. charged that the network forced Westinghouse to agree to the transaction by threatening to deprive WBC of NBC affiliations.

Westinghouse itself bought WPTZ from Philco Corp. in 1953 for $8.5 million.

Under the terms of the FCC's duopoly regulations, which prohibit one company from owning more than one group of broadcast facilities in the same city, RKO General had contracted to sell its WGMS-AM-FM Washington to Crowell-Collier for $1.5 million following successful approval of the WRC stations' acquisition. Both Crowell-Collier and RKO General mutually agreed to terminate this contract earlier this year.

Stock Exchange ▪ The San Francisco transaction was based on an exchange of RCA stock for the ch. 2 outlet. The stock, at the time of the signing of the agreement was selling for $62 per share; RCA common closed on the New York Stock Exchange last Thursday at $51⅞.

KTVU is owned by a group of former RKO General executives, including Ward D. Ingrim & William D. Pabst. The station is assigned to Oakland, Calif.; across the bay in San Francisco there are the ABC-owned KGO-TV, the Westinghouse-owned KPIX (TV), affiliated with CBS, and the *San Francisco Chronicle's* KRON-TV, affiliated with NBC.

Adding complexity to the manifold transfers are the objections of KRON-TV and Westinghouse to elements of the transactions: KRON-TV, the existing NBC-TV affiliate in San Francisco, has filed an antitrust suit against NBC in the matter and has filed an application for ch. 4 in Washington—the same facility now occupied by NBC's WRC-TV. Westinghouse, the NBC affiliate in Boston, has objected to the exchange of NBC and RKO General stations. Philco, immured in antitrust litigation with RCA, has filed a formal application for

Smiling camel jockey sees family on tv

Camel driver, Bashir Ahmed, while a guest in the U. S. of Vice President Lyndon B. Johnson, was given a tv "reunion" with his family in Pakistan Oct. 21 through CBS News facilities. CBS invited Mr. Ahmed to a New York screening room to see films of his wife, children and his camel that had been taken by a CBS News stringer just 48 hours earlier at his home in Karachi. Portions of the film footage were shown on CBS-TV newscasts.

At the same time, Mr. Bashir was interviewed by CBS newsman Kevin Delaney (l above) for showing that evening on a local newscast. Vice President Johnson has asked for a print of the filmed interview, and at the request of the American Embassy at Karachi, another print will be sent there so that his countrymen can see him on his U. S. visit. Surprised at tv's capabilities, Mr. Bashir asked through his interpreter at the interview: "Why can't I talk to my family?"

Time buyers are studying it!

Time sellers are studying it!

Do you know what they know?

(about station coverage)

Buyers and sellers of broadcast time are finding Nielsen Coverage Service '61 a gold mine of *current* information about radio and television station coverage market by market.

Advertisers and agencies are applying NCS '61 coverage facts to marketing strategies . . . seeking the most effective buys. NCS '61 is telling them:

- The size of each station's *coverage* area.
  - —the number of homes in each *marketing* area.
- How well each station serves these areas
  - —how often families receive the station
  - —how often they tune elsewhere.
- How well each station's coverage dovetails with specific marketing patterns.

Subscribers* know how well each station scores on the above points . . . have the information they need to guide effective sales campaigns. To get your share, start planning today . . . using the latest coverage facts from NCS '61, now available to everyone.

*Over 500 agencies, advertisers and broadcasters are now using NCS '61.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

HOLLYWOOD 28, CALIFORNIA
1680 N. Vine St., HOllywood 6-4391

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

1453

ch. 3 in Philadelphia—the channel now occupied by the network's WRCV-TV.

All of these transactions have been set for hearing by the FCC. Involved also are license renewals for some of the NBC and RKO General stations, as well as the application for license of KTVU itself. The hearing issues, as spelled out by the commission, run the gamut—promise vs. performance, character qualifications, antitrust considerations, duopoly, trafficking in licenses, etc. (BROADCASTING, May 1).

EDITORIALS SDX TOPIC

Broadcast editorial vices, virtues explored at Miami

What would happen if a broadcast station editorialized against the FCC?

That question enlivened a panel discussion at last Thursday's opening session of Sigma Delta Chi's annual convention in Miami Beach.

William Arthur, managing editor of *Look*, owned by Cowles Magazines & Broadcasting Inc., opened the subject by inquiring how long the FCC would tolerate a licensee if it "took after the FCC" or how long a congressman would tolerate a station's renewal of license after he had been attacked. From the floor, James Bormann, news director of WCCO Minneapolis and a board member of the journalism society, said his station had criticized the FCC for its position on Sec. 315, had sent a copy to the commission and had heard nothing about it.

Russ Van Dyke, news director of KRNT-TV Des Moines, a panel member, doubted that the FCC would revoke a license for criticism of the FCC because "it wouldn't be that stupid."

Richard Yoakam, assistant professor of journalism, radio-tv, Indiana U., said he hoped that if revocation proceedings were instituted because of an attack upon the FCC, "some brave man is around when that day comes."

The virtues of broadcast editorializing were explained by Mitchell Wolfson, president of Wometco, operator of WTVJ (TV) Miami, WFGA-TV Jacksonville, Fla., WLOS-TV Asheville, N. C., and the recently acquired KVOS-TV Bellingham, Wash. Mr. Wolfson said the three stations that have been longest in Wometco's portfolio have editorialized regularly on local and state affairs but not on national or international issues. He said the stations had exercised care in selecting responsible editorialists and had received public acceptance.

Mr. Van Dyke, a foe of broadcast editorializing, said many stations had rushed into it with inadequate preparation. Station newsmen, he said, will be identified with whatever editorial position their stations take. "You'll be known by the company that keeps you," he said. He expressed similar views at the convention of the Radio & Television News Directors Assn. in Washington last month.

Professor Yoakam, who has been studying general trends in broadcast editorializing, said there had been a recent decline in the number of stations doing it. Some of those that went into it as a "promotion gimmick" have given it up; others that undertook ambitious schedules of editorializing have cut back. He thought the next step would be in the direction of treatment of more significant issues and the hiring of more responsible manpower.

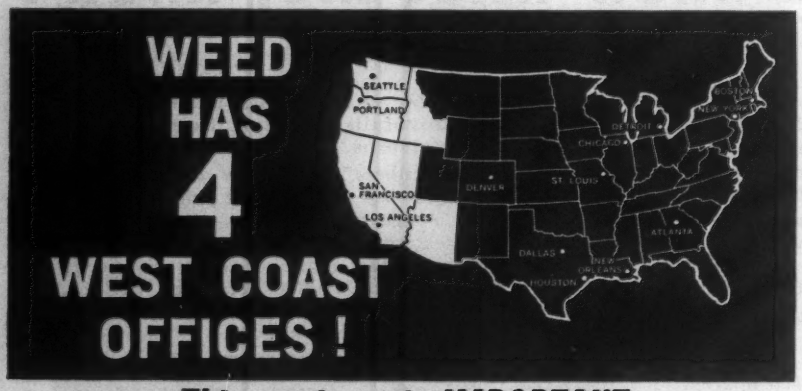
William Monroe, chief of the Washington office of NBC News, the panel moderator, said he thought stations ought to editorialize vigorously. They "can't be fearful of government and should exercise their privilege to comment," he said.

At a Thursday luncheon at which he was host, James M. Cox Jr., president of the Cox newspaper and broadcast properties, expressed gratification at the full recognition of radio and television in the Sigma Delta Chi membership. It is "particularly important in these times," he said, that newspapers and broadcasting should join forces.

In elections to be held Saturday, Buren McCormack, vice president and editorial director of the *Wall Street Journal*, was expected to move up to the presidency, succeeding E. W. (Ted) Scripps II, Scripps-Howard newspapers and radio. Nominated for first vice president was Walter Burroughs, publisher of the Costa Mesa (Calif.) *Globe-Herald*. Theodore F. Koop, Washing-

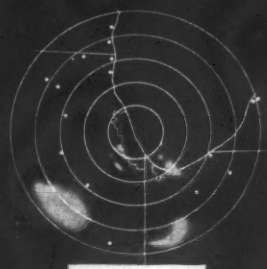
Newsman arrested

George Berkeley, newsman at WCOP Boston, was arrested by East Berlin police Wednesday while he was taping an on-the-scene report of East German military activities for the Plough stations. Held for two hours, he was questioned and ordered to erase his tape. Upon his release Mr. Berkely was told that in the future he would have to obtain permission from the East German Ministry of Information before "broadcasting" from East Berlin. He is on a two-week assignment to cover the Berlin crisis and phones five reports daily to Plough stations (WMPS Memphis, WJJD Chicago, WCAO Baltimore, WPLO Atlanta and WCOP).



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results on the West Coast.



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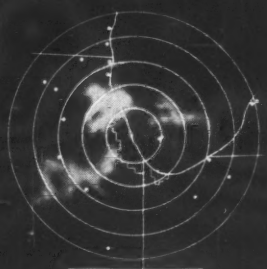

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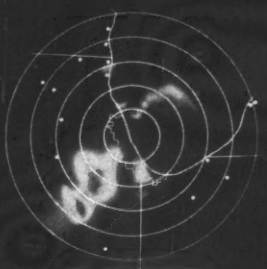

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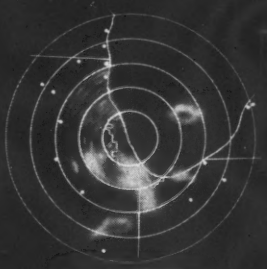


5:00 P.M.

5:30 P.M.

Where were you the day WBKB missed the twister?

We were looking at it, aghast and agape! Here are the pictures to prove it. (Taken March 4, 1961.)

Did we do anything about it? No. Our weatherman, Warren Culbertson, was so surprised and found the formation so incredible, he was reluctant to call it a Twister for fear of panicking Chicago. After all, Chicago had not had a Twister in years. Culbertson had good company. Chicago's official weather forecaster, Joseph Fulks, and his staff also shared this reticence.

But radar doesn't lie. Only man is fallible. (Remember radar at Pearl Harbor? It didn't lie then either, and human failure permitted the enemy to attack although their planes were detected.)

Since then we have **believed** our radar. Our meteorologist, Warren Culbertson, has **shown** the weather accurately 680 times to Chicagoans, who have come to rely on WBKB for **accurate** weather forecasting.

Just as they rely on Alex Dreier for the **best** news.

And on Norman Ross for the most **informed** commentary.

All this comes from the "Climate of Creativity" that pervades the studios and offices of Channel 7.

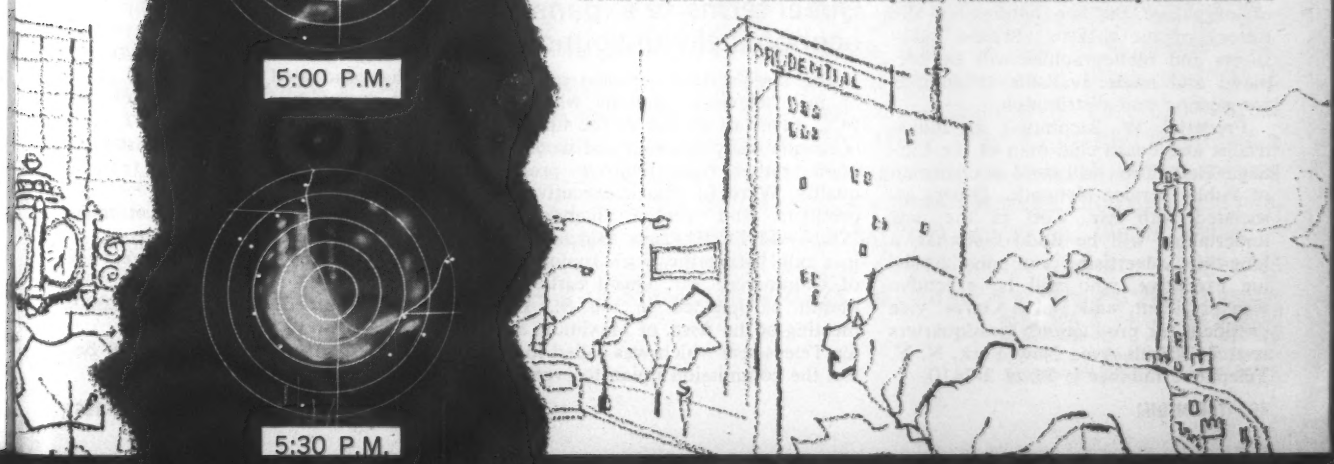
By the way—are **your** clients taking full advantage of WBKB's "Climate of Creativity"?

A GOOD CHICAGO HABIT

WBKB CHICAGO'S CHANNEL **7** abc

Americas most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



Crown Stations air show on communist threat

The Crown Stations—KING-TV Seattle, KGW-TV Portland, Ore., and KREM-TV Spokane—broadcast a 90-minute special on Communism, Sat., Oct. 21, from 7:30 to 9 p.m. (BROADCASTING, Oct. 23). Entitled *The Threat*, the presentation consisted of a panel discussion followed by a question and answer period between the panel and members of the live audiences in Seattle, Portland, and Spokane. The panel members, shown above, were (l. to r.): Arthur S. Fleming, member of the Eisenhower cabinet, and now president of the U. of Oregon; Dr. Edward Teller; Richard Rovere, writer for the *New Yorker;* and Gilbert Seldes.

ton vice president of CBS Inc., was to move from treasurer to secretary, and Ralph Sewell, assistant managing editor, *Daily Oklahoman and Times* (WKY-AM-TV Oklahoma City; WTVT (TV) Tampa) to treasurer. Mr. Bormann, of WCCO Minneapolis, was re-nominated for the board of directors.

Public Service Network reported in business

The formation of Public Service Network to supply community-interest programs to radio stations initially and tv stations later was announced last week by Ted Cott, PSN president and chief executive officer.

The organization will supply member stations at the outset with four libraries of one-minute programs and a group of short coordinated radio lectures, each nine minutes long, under the overall title *National Radio University*. Under this heading, courses will be offered on American history, the history of journalism, the new nations and the history of the theatre. Printed study sheets and bibliographies will be prepared and made available to stations for posting and distribution.

Frederick W. Richmond, an industrialist and board chairman of the Carnegie Hall Corp., will serve as chairman of Public Service Network. Others associated with Mr. Cott in the new undertaking will be Budd Getschal, a long-time advertising and merchandising executive, who will be executive vice president, and David Garth, vice president for production. Headquarters is at 743 Fifth Ave., New York, N. Y. Telephone number is Plaza 3-7410.

Radio Liberty puts commies 'on the spot'

A new service by Radio Liberty, New York, will provide radio stations with a one-mintue daily featurette, *Communism On The Spot*, which describes various facets of living in the Soviet Union today. Approximately 30 one-minute scripts dealing with Soviet life, written in everyday language, will be sent to radio stations each month for voicing by local announcers.

Radio Liberty, an 11-year-old shortwave facility which beams its messages exclusively to the peoples of the Soviet Union, is supported by private organizations in the United States. RL's new script service to U. S. stations will utilize information provided by its overseas installations. Additional information may be obtained from Sid Bard, Radio Liberty, 1657 Broadway, New York.

Quaal terms tv expansion economically unsound

The large-scale population explosion of new television stations which the FCC envisions by use of the uhf band is economically unsound and would degrade rather than improve program quality, Ward L. Quaal, executive vice president and general manager of WGN-AM-TV Chicago, said last week in a talk before the city's Junior Assn. of Commerce. Mr. Quaal earlier this month participated in the St. Louis meeting of the Assn. of Maximum Service Telecasters which was called to protest the commission's plan to eventually move all tv into uhf (BROADCASTING, Oct. 16).

"There simply isn't enough advertising revenue and talent to support a wholesale increase in the number of stations," Mr. Quaal said, citing the population explosion in am radio as an example of what would happen in television too. Mr. Quaal said he agreed with FCC Chairman Newton N. Minow's aims to improve broadcasting, but he disagreed with Mr. Minow's means to bring this about.

The FCC's best course is to stress the "absolute need" for balanced programming, Mr. Quaal said, and to support "the splendid instrument of self-regulation inherent in the NAB's television code."

KFWB files suit against AFTRA over lost ads

KFWB Los Angeles last week filed suit in U. S. District Court, Southern District of California, against AFTRA, which has been on strike against the station since July 11, asking $179,384 actual damages for lost advertising revenue due to the union's leaflet campaign urging the public not to patronize firms advertising on KFWB, plus $30,000 a month for the duration of this union activity.

Claude McCue, executive secretary of the Los Angeles chapter of AFTRA, called the suit a form of harassment of the union, "because in all of its own bulletins to advertising agencies and sponsors, KFWB has stated that it has not lost any sponsors as a result of AFTRA activity. KFWB will have to explain its inconsistency in court." The suit is "part of a concentrated anti-union campaign by KFWB to establish an open shop," Mr. McCue charged.

The suit, filed by Sheppard, Mullin, Richter & Hampton, Los Angeles, lists 69 firms leafletted or threatened with leaflets by AFTRA.

Anatomy of an fm audience

The average listener to WDTM (FM) Detroit, according to the results of a survey taken by the U. of Michigan, is a mature (45 years of age) professional man who earns in excess of $7,000 and who has graduated from college.

The survey was based on questionnaires sent at random to 1,087 subscribers of WDTM's monthly listening guide, of which 741 (69.4%) replied.

The breakdown showed:

- 64% were professionally or technically employed.
- 81.8% had at least one year of college.
- 77% earned in excess of $7,000.
- 73.3% were male.
- 66.5% of the listeners were between the ages of 30 and 60.

More congressmen watch the news most on WRC-TV. Were it the proverbial "little bird" that told us, we'd hardly mention it. But the Senators and Representatives themselves were the source! 85% of Congress responded to a special survey completed in July, 1961.* WRC-TV & NBC came out a staggering favorite over other Washington stations . . . with 56% more votes than all other stations combined! This marked preference went to WRC-TV for its complete news coverage, thorough analysis, distinguished commentators and wide-range of news and informational programs. We're pleased—but not surprised. WRC-TV has always aimed at and attracted the adult and knowledgeable audiences in Washington. You can attract them too...on WRC-TV, of course!

*—Walter Gerson & Associates, Inc.

WRC-TV NBC

CHANNEL 4 IN WASHINGTON · NBC OWNED
REPRESENTED BY NBC SPOT SALES

Experience the problems to know the answers

A radio consultant is supposed to know all the answers, so George Skinner, The Katz Agency's director of radio programming services, took steps this past summer to learn a few new ones. He spent $4,000 of his own money on broadcasting equipment, turned the den of his 9-room Colonial house into a studio, wired it himself, and last month started doing a daily radio show on WSTC-AM-FM Stamford, Conn.

Mr. Skinner, who has spent the past three years solving the radio programming problems of stations represented by The Katz Agency, has a simple answer to inquiries about his motivations: "I want to get the feel of a local station operation and the strain of doing a day-to-day show."

Entitled *The Greenwich Go-Round,* the radio show is heard 11-11:55 a.m., Mon.-Fri. It's aimed at the upper income community of Greenwich, which does not have its own radio station. Mostly it's an adult discussion program, with recorded music used as an occasional change-of-pace. Mr. Skinner is assisted on the program by his wife, Betty. Together they discuss topics ranging from fallout shelters to show business. Frequently they also interview interesting personalities, many of them from the Greenwich area. "We feel there's a need for conversation in the daytime," Mr. Skinner explains, "and we hope to provide good company for the housewife."

The Katz employe usually tapes the program with his wife after he gets home from work. Most often he starts taping at 7 p.m. and finishes an hour-and-a-half later. But sometimes, especially when the neighbor next door runs his power lawn mower, the taping session may last until midnight. When Mr. Skinner goes on the road to service his radio station clients, he tapes several programs in advance. Mrs. Skinner delivers the tapes to WSTC-AM-FM (the program is broadcast on both) early each morning.

Mr. and Mrs. George Skinner in the midst of a taping session. Off-the-air he's a radio programming consultant for The Katz Agency.

Combo Man ▪ Mr. Skinner explains that many of the stations he services are "combo" run—"the announcer doing everything"—so further to get the feel of such an operation, he acts as his own engineer. Included among the equipment in his home-built studio are a full-sized professional Gates console, three tape recorders, two microphones, two turntables, and a portable tape recorder for mobile interviews.

The program has availabilities for a maximum of 12 spots. Mrs. Skinner, who is a housewife and the mother of two boys, is the time salesman. She picked up her broadcasting terms and technique from studiously reading trade magazines that her husband brings home. So far Mrs. Skinner has had modest success; she is awaiting finalization of three imminent sales—to a restaurant, a camera shop and a machine

NAB FALL MEETINGS GO EAST NOV. 10

Pros, cons of radio-tv codes aired in San Francisco

Now midway in their series of fall conferences, NAB executives and staff are preparing for the eastern and mid-western part of the schedule. It resumes Nov. 10 in Boston.

Of all the points discussed at the four western meetings, the most sensitive was regulation, whether imposed or voluntary. This was largely inevitable because of the presence of NAB's new Code director, Robert D. Swezey. But Mr. Swezey could present only the voluntary aspects of broadcast regulation.

The involuntary side of the regulations will undergo discussion at the Nov. 15 meeting at Minneapolis. Kenneth A. Cox, the FCC's Broadcast Bureau chief, will participate in a round-table discussion on the commission's program and program-logging requirements and on other regulatory problems.

Mr. Swezey got a brief but direct schooling on why some broadcasters dislike the codes Oct. 20 during the open discussion period of the regional conference in San Francisco. Inquiring about code membership, he was informed that 70% of the country's operating tv stations subscribe to the television code and 31% of all am and fm stations are code subscribers (53% of the NAB's radio membership and 6½% of non-member stations).

When Mr. Swezey asked why these percentages were not higher, R. E. Ryan, general manager of KLOK San Jose, Calif., stated that he is a non-subscriber as a matter of principle. "I think the code puts too much emphasis on the wrong things," he said. "As a radio man, I feel we've acquired guilt from our association with television. I think radio broadcasters are honest and don't need a police force to make them live up to the code they've signed."

No More Volunteering ▪ Cliff Gill, president, KEZY Anaheim, Calif., and chairman of the NAB Radio Code Board, pointed out that "we used to have a voluntary code but the FCC told us that wasn't good enough. They wanted to know who subscribed and whether they abided by the code or not. So we now operate just like a police force does in controlling traffic; we use enforcement to keep the few violators in line." Mr. Gill stated that the radio code today has more subscribers with enforcement than when compliance was a purely voluntary matter and added that monitoring shows no appreciable loss of business by code stations.

But Mr. Ryan retorted: "What has radio done that is so bad that we have to apologize for it?" And he drew more than a smattering of applause when he stated: "I feel we ought to go to the FCC and boast about the good things we've done."

Objection was made to the code fees and the question raised whether code membership should not be free, with NAB picking up the bill for enforcement expenses. NAB President LeRoy Collins said this would encourage stations to drop their NAB memberships to get this service for nothing.

Inequitable Fees ▪ A good music fm broadcaster, who did not announce his name or station, said he is a code subscriber but is thinking of dropping his subscription because fees based on the cost of an announcement are unfair to stations like his which limit spots to six an hour in comparison to most am stations, which run 18 spots per hour.

Howard Stalnaker, station manager, KPHO-TV Phoenix, Ariz., said he is a code subscriber but may not be much longer. "Operating an independent tv station is tough enough as it is," he declared, "and reducing our commercials to four an hour as we are now asked to

manufacturer. The Skinners, who have no written contract with WSTC-AM-FM, a 250-watt ABC affiliate, will share the commercial proceeds from the program with the station.

Appearing before a microphone is nothing new to Mr. Skinner, who has had an extensive career in the talent field for the past 22 years. He's worked as a newscaster for stations WHIZ Zanesville, Ohio, WWVA Wheeling, W. Va., and WLW Cincinnati; was a producer-director with KYW Cleveland; emceed a daytime show, *Let Skinner Do It*, on NBC's Philadelphia tv station; was a political interviewer on the *We The People* program; was star of the *George Skinner Show* on WCBS-TV New York; conducted an early morning show on WABC-AM New York; and was, for five years up until this summer, an interviewer on NBC's *Monitor* program.

Mr. Skinner also is a much-sought-after commercial spokesman on radio and tv. Advertisers who have used his talents in recent years include Ballantine beer, Winston cigarettes, Bell Telephone, Old Gold cigarettes and Instant Maxwell House coffee.

do would cost us $110,000 a year. How do we handle this and stay in business?" Edward H. Bronson, director of television code affairs, promised to take this problem up with the tv code review board when it meets next week and urged Mr. Stalnaker not to drop his code subscription before then.

The code discussion also touched on the subject of hard liquor advertising. One broadcaster called the NAB stand against such advertising hypocritical. "Our stand ought to be that we'll take this advertising if it's in good taste," he declared. But Gov. Collins warned that any widespread broadcasting of hard liquor advertising would almost certainly lead to legislation prohibiting all advertising of alcoholic beverages on the air and thus lose radio-tv the sizable revenue it now gets from beer and wine advertising. He noted that the Supreme Court has ruled that there's no First Amendment protection for advertising as there is for news.

Conelrad Rundown ▪ Conelrad came up for discussion again in San Francisco, where general approval was given to the resolution adopted at Salt Lake City urging NAB to do everything it can to permit stations to continue to operate on their regular frequencies during a period of enemy attack. John Redfield, general manager, KIFN Phoenix, said his station broadcasts 100% in Spanish and his listeners need to get instructions in their own language and at their accustomed place on the dial if they are to be served properly during a time of crisis.

Whether a station should editorialize at all and what stand it should take on any particular issue is up to station management only, Gov. Collins said during a discussion of editorializing. The same thing is true of an affiliate's decision on whether to carry a network program, he declared. "The broadcaster has the license and the responsibility for what he broadcasts. As an affiliate you are not obligated to carry any network show if you feel it is not right for your community. You know it better than your network does and better than the NAB does. . . . You've got to answer if any answer is called for, so you must make the decision," he concluded.

MISSOURIANS HEAR FROM WASHINGTON

Cross, Pierson, Anello offer views on new FCC activities

Three spokesmen intimately concerned with government-industry relations—FCC Commissioner John S. Cross, Douglas A. Anello, NAB general counsel, and W. Theodore Pierson of the Washington communications law firm, Pierson, Ball & Dowd—addressed the Missouri Broadcasters Assn. at Jefferson City last week.

Commissioner Cross said the proposed FCC reorganization would lead to FCC decisions of higher quality because everybody will have more time to reach thoughtful conclusions. The most important effect will be that the commissioners will be freed from routine matters to consider overall policy. The commissioner favored the writing of decisions by individual members as is the practice in several federal regulatory agencies.

FCC plans and policy as announced on uhf allocations, increased interest in fm broadcasting, clear channel breakdown and duplication and communication space satellites were discussed by Commissioner Cross.

Censoring Already ▪ Mr. Pierson's thesis was that the FCC is already engaged in censorship, albeit indirectly. In his speech at Northwestern U. (BROADCASTING, Aug. 8) he accused the FCC chairman of practicing censorship in fact while declaring it to be anathema to him. Mr. Pierson told MBA he is shocked that criticism of his speech "was based on the premise that it was sound and good for our people to barter away freedom of mass communicators in exchange for freedom from the television programs the critics disliked." He added that he finds it depressing that these critics "seem more likely to be eggheads than blockheads."

He charged that the commission "in recent months has expertly used every device at hand to effect changes in the content of broadcast communications." Seemingly, he said, innocent questions sent by the FCC to a licensee up for renewal could easily sway his program proposals.

The attorney urged broadcasters to learn the tastes of their own communities and then stick to their guns in presenting what in their judgment the public wants. "If you wish to significantly elevate the culture of the masses beyond what is popularly demanded, I suggest that you probably have missed your calling," he told the broadcasters, "It would be better for you to join the teaching profession or the clergy. . . ."

Mr. Anello predicted the FCC would adopt about 90% of the changes broadcasters have suggested in comments on the agency's proposed revised program reporting and logging forms. But efforts to persuade the FCC to accept a narrative form of describing program content instead of a statistical breakdown would probably be unsuccessful in this rulemaking, he said, estimating that those efforts would need to be applied "over a long period of time."

Not Alarmed ▪ Mr. Anello was sanguine about the "present climate" in Washington, saying he doubts it's as unfriendly as many believe. Broadcasting has always been faced with crises and if there seems to be an increasing tempo toward regulation, perhaps broadcasters should ask themselves why, he said.

He said he doesn't believe broadcasting needs to "apologize to anyone." Critics, he charged, forget that a broadcaster's first requirement is to stay in business; but if they take a good look at tv programming "they might be surprised to find not so much a 'wasteland' as a diverse country that should be more thoroughly explored," he said.

Mr. Anello defended Chairman Minow, saying that to blame the present chairman as many do [for broadcasting's problems] is to put the cart before the horse. "I would say that he is simply an articulate and able spokesman for the chorus of criticism that is so popular today."

If the time should come when the FCC attempts to dictate which programs a broadcaster can or cannot present, Mr. Anello said, "then I can promise you . . . that we in NAB would use every resource at our command to fight this unlawful encroachment."

Gunts defends television as providing fine service

To the myriad voices protesting Chairman Minow's "vast wasteland" charge, Brent Gunts, vice president and general manager of WBAL-TV Baltimore, has added his. As a featured luncheon speaker before the annual convention of the Maryland Assn. of Insurance Agents, Mr. Gunts addressed some 500 guests on "How Vast is the Wasteland?"

Though he obviously did not believe "all to be peaches and cream with tv programming," Mr. Gunts said he thought that "in the main, tv is providing a remarkably fine service, and it is anything but a vast wasteland."

From the general, the station executive went to the particular, and analyzed WBAL-TV's weekly schedule as a refutation of Chairman Minow's allegation. Starting with *Continental Classroom* at 6 a.m. daily, and going through the 11 p.m. news service, Mr. Gunts tabulated approximately 52 hours of programming which he doubted "even Mr. Minow would call a wasteland."

He questioned the validity of the "prime-time" theory, pointing out that it had been his observation that programming time was prime or not depending on the shows aired during the period. While admitting it was true that an opera or discussion program was seen by comparatively few on Sunday afternoon, "let WBAL-TV schedule a World Series game (at that time), and suddenly it is prime time, with as large or larger an audience than many a night-time show."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WIRO Ironton, Ohio: Sold by C. E. McElroy and Clarence Baker to Kenneth Auble, Orville, Ohio, for $125,000. WIRO is a 250 w fulltime on 1230 kc. Broker was Blackburn & Co.

▪ WVMC Mt. Carmel, Ill.: Sold by Steve Bellinger, Joel Townsend, Morris Kemper, Keith Coleman and Ben Townsend to John Hurlbut for $100,000. Mr. Hurlbut is promotion-public relations manager of Time-Life's WFBM stations in Indianapolis. He is also president of Broadcasters Promotion Assn. Messrs. Bellinger, Townsend, Kemper and Coleman will continue the ownership of WIZZ Streator and WRAM Monmouth, both Illinois. WVMC is a 500 w daytimer on 1360 kc. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 97).

▪ WNTA-TV New York, N. Y.: Sold by National Telefilm Assoc. Inc. to Educational Tv for Metropolitan Area for $6.2 million (see separate story, page 83).

▪ KRED, KIEM (FM), KIEM-TV Eureka, Calif.: Sold by principal owner William B. Smullin to California Oregon Radio Co. (Wayne Vickers, president), for $800,000. California Oregon comprises 20 stockholders, each owning 5%, including some who had minor interests in original ownership.

Three reps plan seminars for promotion managers

Three station representatives have announced informational seminars in New York for client station personnel. The meetings cluster around the Broadcasters Promotion Assn. convention to be held next week (Nov. 6-8).

The Katz Agency's information exchange following BPA will be an informal meeting attended by promotion managers of radio and tv stations Katz represents. H-R Television and H-R Representatives will hold an "idea seminar" on Nov. 3. It will be moderated by Ray Simms, H-R's sales promotion director, assisted by the rep's sales promotion department. Norman Cash, president of Television Bureau of Advertising, and Miles David, executive vice president, Radio Advertising Bureau, are slated to address the seminar audience.

Edward Petry & Co. released its agenda for the fifth company seminar (held annually) on promotion, research and merchandising. The Petry session is slated for the afternoon of Nov. 8. It will feature brief talks by Petry people who specialize in the three areas.

Media reports...

Helping hand ▪ KVAL-TV Eugene, Ore., lent a helping hand to the Eugene Public Schools, licensee and operator of KRVM (FM), that city, by donating a 5 kw DuMont television transmitter to the noncommercial station. The transmitter, already installed at the Eugene Technical-Vocational School, will be used to instruct students in the technical operations of commercial tv stations.

WNEB to CBS ▪ WNEB Worcester, Mass., will become an affiliate of CBS Radio effective Nov. 12. In advance of the affiliation, WNEB has increased its daytime power from 250 w to 1 kw.

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In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

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NEW EDUCATIONAL BRANCH AT FCC

Minow tells NAEB convention about etv plans

The FCC and educational broadcasters snuggled together closer than ever last week when FCC Chairman Newton N. Minow announced the establishment of a special branch in the federal agency to handle educational broadcasting matters.

Mr. Minow informed more than 600 radio-tv educators attending the Washington convention of the National Assn. of Educational Broadcasters that the commission has unanimously approved the formation of a division of research and education in its Broadcast Bureau. The division, which supersedes the present Economics Division, will be headed by H. H. Goldin.

The education branch will be a one-man, one secretary office, Mr. Goldin said. He issued a call to the NAEB for applicants for the $12,000-a-year job.

The research branch will include the present three professional economists (Messrs. Goldin, Arthur Schatzow and Irwin Fine). The appointment of a fourth economist is pending, Mr. Goldin said.

In his remarks, Chairman Minow called for an aggressive and "militant" campaign to formulate a national, live etv network; urged support of the Magnuson bill which would give each state $1 million for etv on a matching basis; asked educators to back the FCC-sponsored legislation to require manufacturers to make and sell all-channel tv receivers.

The future of etv, Mr. Minow declared, lies in uhf. Even if the educators were given all of the present 12 vhf channels, he pointed out, these would not be sufficient for educational needs.

Spectrum Study ▪ Mr. Minow's remarks about etv channel needs were bolstered by the report of NAEB's tv spectrum study committee. Vernon Bronson, in charge of the association's spectrum study, reported that etv requires the use of both vhf and uhf frequencies; that research is needed to increase the efficient use of channels assigned to educational tv; that there is need for more than 500 etv stations in order to use tv effectively to help overcome the shortage of teachers; and that in some cities educators need more than a single channel (e.g., 18 in the Greater Los Angeles area).

Other highlights of the NAEB convention:

▪ NAEB President William Harley proposed the building of an Educational Broadcasting House in Washington as headquarters for the association as well as a center for educational broadcasting activities.

▪ FCC Broadcast Bureau Chief Kenneth Cox told inquirers at a session on FCC activities that if they want to use translators to originate programs they better ask for rulemaking. He implied that the commission would be sympathetic.

▪ An NAEB delegate can attend a meeting on school broadcasting Dec. 3-9 in Rome. This was made possible through a $5,000 donation to NAEB for this purpose by the Generoso Pope Foundation (*Il Progresso Italiano*—WHOM-AM-FM New York).

▪ Special emphasis was placed on international broadcasting and education. The convention heard representatives of British, Italian, Japanese and French broadcasting companies; witnessed a demonstration of Voice of America broadcasting activities, and had as the principal speaker at its banquet Wednesday night Philip Coombs, assistant secretary of state for educational and cultural affairs.

▪ President John F. Kennedy told NAEB that his administration actively supports legislation to make educational tv more effective. This was taken to mean that the White House is behind the Magnuson bill.

NAEB, organized in 1925, has 176 active organization members (operating 229 educational radio and tv stations), 125 educational institutions and organizations concerned with educational programming; 65 other organizations interested in general development of educational broadcasting, and 700 individual members. It also includes industrial associates and sustaining members.

KTLN programs banned from Denver city jail

One of the several ramifications of the police department scandal in Denver was the banning of KTLN Denver broadcasts at the city jail, according to KTLN. The station's programming, which had been piped into the jail, was ordered discontinued on Oct. 6.

KTLN has criticized Denver Mayor Richard Batterton, John Schooley, the manager of civil safety, and the chief of police for their handling of the police department scandal. The station criticized "their lack of effective action in the investigation of criminal activities by Denver police officers," and editorially demanded the resignation of both Mr. Schooley and the police chief.

The police chief has already resigned and the station plans to continue to press for Mr. Schooley's departure also.

NEW ENGLAND—5,000 watt radio station with new equipment and practically new building—grossing $130,000.00. Station capable of doing much better in this market of 100,000-plus. Priced at $210,000.00 on terms, considerably less for cash. ***ANOTHER H&L EXCLUSIVE.***

NORTHWEST—Medium size market fulltime radio station operating at slightly better than break-even but past record indicates it can do much better under experienced owner-manager. High fixed assets. Total price of $95,000.00 with 29% down and payout in excess of ten years. ***ANOTHER H&L EXCLUSIVE.***

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FCC clubs CBS-TV compensation plan

INCENTIVE PAYMENTS VIOLATE RULES, AGENCY HOLDS

CBS-TV's controversial "Incentive Compensation Plan" was the target of a knockout punch thrown by the FCC last week.

By letter, the commission informed CBS that it is of the opinion the compensation plan violates FCC rules "in that . . . the inevitable effect of the plan will be to hinder your affiliates from, and penalize your affiliates for, broadcasting the programs of any other network. . . ." The commission asked for comments by Nov. 24 from CBS and its affiliates who contract for the plan.

The agency also found it hard to understand why CBS instituted the plan in the face of two prior warnings that such a method of compensation would be frowned upon.

The FCC charged that the plan works against syndicated programming and the other networks and is designed to induce a CBS affiliate to carry all afternoon and evening CBS commercial programs. Affiliates will clear more time under the plan, it was charged, to obtain the greatly increased compensation. The FCC included projected charts in the letter to CBS to show how this works.

Under the plan, adopted early last spring (BROADCASTING, May 8), CBS compensates its affiliates by 10% of the network-station rate for each hour cleared up to a certain level and 60% for each hour carried over the cutoff. Many variants affect the 10%-60%, but in practically every case a minimum of 60% of all converted hours will be compensated at 10%, the commission said. Clearance above the 60% level would earn 60% of the station's hourly rate.

Fair Warning ▪ The FCC told the network that it should have been aware that such plans would not be treated favorably because of a warning in the 1957 Network Study Staff Report (Barrow Report) and a 1958 chastising of CBS for activities with its primary affiliates held by the FCC to be contrary to its rules.

In its letter to CBS last week, the commission cited Sec. 3.658 (a) of its rules, which states: "No license shall be granted to a television broadcast station having any contract . . . with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organizations." The compensation plan is designed to force affiliates through the economic pressure of an extreme sliding-scale formula of compensation, to take the full line of afternoon and evening CBS programs, the commission charged.

"We believe that this sliding-scale formula will . . . hinder the affiliate from, and penalize him for . . ." accepting other programs, the FCC told CBS. "Similarly, we believe that the effect of this formula will be to restrain inter-network competition and interfere with the licensee's program responsibilities."

In a conference last summer (CLOSED CIRCUIT, July 17), CBS said the primary purpose of the plan is to meet competition from syndicators and other non-network program suppliers and to induce affiliates in one- or two-station markets to clear more CBS programming, according to last week's commission letter.

Standard Payment, 30% ▪ Under the standard contracts of all three networks, affiliates are paid on a 30% basis over and above five "free" hours per week which the affiliate furnishes the network, the FCC pointed out. "By contrast, the new compensation plan . . . would heavily penalize the affiliate who did not clear the overwhelming bulk of CBS commercial programs. Thus, instead of an affiliate receiving approximately 23% of its network rate for the first 60% of all converted hours as under the existing plan, the affiliate would now receive only 10% of its network rate for the same number of hours. This token rate of 10% is the first factor in a compensation formula which is designed to induce the affiliate to carry all. . . ." CBS offerings.

No party line

The FCC will respect the privacy of your telephone conversations—unless you are told otherwise. This is the provision of an administrative order adopted by the commission Oct. 25. The order states that "telephone communications by or to its officials and employes shall not be monitored by commission personnel without prior notification to the other party." In making the announcement the FCC said it is only formalizing an existing policy which prohibits unannounced monitoring.

To illustrate its contention, the FCC prepared the following table which compares the CBS standard contract with two variants (unexplained in the letter) of the new plan:

COMPARISON OF PREVIOUS CBS STANDARD COMPENSATION PLAN WITH TWO VARIANTS OF CBS PLAN

(Under assumptions that station is ordered for 35 converted hours and its rate is $1,000)

Converted Hours Carried	Previous Standard CBS Plan (1)	New CBS Plan Variant 1 (2)	New CBS Plan Variant 2 (3)
35	$9,900	$10,230	$11,550
34	9,570	9,570	10,890
33	9,240	8,910	10,230
32	8,910	8,250	9,570
31	8,580	7,590	8,910
30	8,250	6,930	8,250
29	7,920	6,270	7,590
28	7,590	5,610	6,930
27	7,260	4,950	6,270
26	6,930	4,290	5,610
25	6,600	3,630	4,950
24	6,270	2,970	4,290
23	5,940	2,530	3,360
22	5,610	2,420	2,970
21	5,280	2,310	2,310
20	4,950	2,200	2,200

Extreme Pressures ▪ These statistics reflect the "extreme economic pressures" exerted by CBS on its Incentive Compensation Plan affiliates, the FCC charged. Under one of the variants, an affiliate must clear all but one of the CBS programs ordered to obtain the same compensation as under the standard contract and as the affiliate clears less than 35 hours, his returns steadily decrease, the commission stated.

"Thus, the affiliate which cleared 31 hours and received $8,580 per week under the previous CBS arrangement would receive almost $1,000 less ($7,590) under the new arrangement. Under all the variants of the new plan, affiliates must carry substantially more than 24 hours to earn a satisfactory return on network time."

Further indicting the CBS contracts, the FCC said that use of the sliding payment scale enables the network to apply the 60% rate to the segment of commercial hours where competition from other program suppliers is most intense—after an affiliate has ordered the most desirable CBS programs and is considering alternatives to others. The contention was illustrated thusly:

Suppose Station X, with a network rate of $1,000, in a one- or two-station market is weighing a CBS order against a more desirable program from ABC or NBC. The station may expect to

receive $300 to $350 from ABC or NBC while it will receive $600 from CBS under the 60% rate. "Such disparity leaves Station X no practical choice except to take the CBS program. . . . CBS is able to offer such a rate only by virtue of its low beginning rate of $100 [for the first 60% cleared]; as a result the overall average it would pay to the particular affiliate would be less than $350 per hour. . . . For these reasons, we conclude that the CBS plan will have the effect of penalizing and hindering a CBS affiliate from carrying programs of other networks."

An additional undesirable effect of the compensation plan will be to discourage further the limited amount of non-network programming now carried in prime time, the FCC predicted. Networks already have virtually dried up the opportunities for first-run syndicated programming in evening hours, according to the FCC, with the following figures "dramatically" illustrating this fact:

	No. of New Syndication Series
1956	29
1957	20
1958	16
1959	15
1960	8

Rough Sledding ▪ The CBS Incentive Compensation Plan has been under federal attack and scrutiny almost from its beginning. The commission first expressed an interest last May when it wrote CBS for full details and asked for a list of affiliates under the plan (BROADCASTING, May 29). In its letter last week, the FCC listed 41 stations under the sliding scale contract. This list was furnished as a result of the May inquiry and it is known that there are many more compensation plan affiliates today but CBS has never named any of them or disclosed the total. Those listed last week, who also received the FCC letter:

WTVY (TV) Dothan, Ala.; WKRG-TV Mobile, Ala; KTHV (TV) Little Rock; KPIX (TV) San Francisco; WTVI (TV) Ft. Pierce, Fla.; WCTV (TV) Tallahassee, Fla.; WRDW-TV Augusta, Ga.; WMBD-TV Peoria, Ill.; KHQA-TV Quincy, Ill.; WMT-TV Cedar Rapids, Iowa; KTVC (TV) Ensign, Kan.; KWHT-TV Goodland, Kan.; WABI-TV Bangor, Me.; WAGM-TV Presque Isle, Me.; WMAR-TV Baltimore; WKNX-TV Saginaw, Mich.; KBLL-TV Helena, Mont.; WOW-TV Omaha; KGGM-TV Albuquerque; WTEN (TV) Albany, N. Y.; WNBF-TV Binghamton, N. Y.; sharetimers WHEC-TV and WVET-TV Rochester, N. Y.

Also, WHEN-TV Syracuse, N. Y.; WCPO-TV Cincinnati; WSTV-TV Steubenville, Ohio; KWTV (TV) Oklahoma City; KOIN-TV Portland, Ore.; WFBG-TV Altoona, Pa.; KGBT-TV Harlingen, Tex.; KOSA-TV Odessa, Tex.; KENS-TV San Antonio; KWTX-TV Waco, Tex.; KSL-TV Salt Lake City; WSVA-TV Harrisonburg, Va.; WTAR-TV Norfolk, Va.; WTVR (TV) Richmond, Va.; WHTN-TV Huntington, W. Va.; WISN-TV Milwaukee, Wis., and WAKQ-TV San Juan, P. R.

Perhaps a tipoff of what was to come was given by FCC Chairman Newton N. Minow in testimony before the House Antitrust Subcommittee last June. Under questioning from Rep. Emanuel Celler (D-N.Y.), Mr. Minow said a staff inquiry of the plan was being pursued and that it was more effective in securing station clearances than the embattled option time practice (BROADCASTING, June 19).

Later in the summer, the commission called in CBS officials for a further explanation of the Incentive Compensation Plan and as a result the spreading inquiry was intensified (CLOSED CIRCUIT, July 17). The Dept. of Justice also has had the plan under study for some time but to date has taken no public action.

Barrow's Hand ▪ Dean Roscoe Bar-

CBS-TV tells affiliates how compensation has improved

While CBS-TV was getting bad news about its new compensation plan from the FCC last week (see foregoing), its affiliates were getting good news about improved compensation payments from the network.

In two letters from CBS-TV officials, affiliates were told their payments are running higher now. They did not mention either the new compensation plan or the old one, but presented totals or typical examples from which each affiliate could make its own computation according to its own circumstances in terms of rates, orders and clearances—and, presumably, type of compensation contract.

One told them that, on the basis of the entire CBS-TV sales schedule, they could expect their gross network billings in the fourth quarter of this year to run 9-11% higher than in the same period last year, with station payments up accordingly. The other told how the once-controversial rotating-minutes plan of selling the network's morning block had worked benefits for both the affiliates and the network.

The overall sales picture was sketched by William B. Lodge, vice president in charge of affiliate relations and engineering, in response to affiliate requests for information on which to base forecasts of their network revenues.

The CBS-TV affiliate that carries the full network commercial schedule, Mr. Lodge wrote, "should have between 9 and 11% greater gross network billings during the last quarter of this year than for the fourth quarter of 1960. Station payments will, therefore, increase accordingly."

Mr. Lodge did not indicate what the 9 to 11% gain means in terms of increase in the network's total billings. Unofficially, however, it was speculated that, after allowing for the so-called "free hours" provided in network affiliation contracts, the increase would translate to approximately a 10 to 12% gain in network sales this fourth quarter over last year's fourth.

The other letter, from vice president and affiliate relations director Carl Ward, told affiliates that the new morning sales plan that went into effect last February is meaning more money for them as well as for CBS-TV. The two-hour block that is involved—10 a.m. to 12 noon—is now completely sold out, Mr. Ward noted. He said a station with a $1,000 rate and carrying the full two hours would in this way get approximately $625 per week in network compensation.

"At this level of sales, after allowing for summer rates, annual station payments would amount to about $31,000," he continued. "Even if the average sales level fell to 80%, a $1,000 station would receive some $25,000 for its 10 a.m. to 12 noon (NYT) network schedule."

Before the morning plan was adopted, Mr. Ward said, sales in this block under the conventional quarter-hour method of selling were running at about 25% capacity. "Under these conditions the two hours per day of programming, for a $1,000 station, yielded annual network payments of approximately $16,000."

In addition to boosting station payments, Mr. Ward pointed out, the new plan has provided affiliates with 20 one-minute availabilities per week for local sale within the two-hour block. From the network's standpoint, he said, it not only had brought sales in this period to the 100% level but had removed the "almost impossible burden" of continuing to program 10 hours per week on the "largely unsold" basis that prevailed before the new plan went into effect.

row, head of the 1955-57 network inquiry and principal author of the aforementioned Barrow Report, returned to the FCC as a consultant last summer. He recently submitted a preliminary statement to the commission in which he attacked the CBS plan and recommended a course of action similar to that taken last week. The letter, however, was drafted in the commission's Broadcast Bureau under the over-all supervision of Chief Kenneth Cox.

On the subject of a network sliding-scale formula for compensation, the original Barrow Report stated that such a plan "would clearly be contrary to the public interest in that it would provide so little compensation for a low volume of programming and so high a rate for a large volume that the freedom of choice of the station and the competitive position of other program sources would be seriously jeopardized." The commission said that no further action was necessary at that time—in 1957—because no such plans were then in existence.

The commission said last week that this report should have served fair warning to CBS that the present plan is of "questionable validity." Despite this, CBS was reminded in July 1958 of the scope of Sec. 3.658 (a) of the FCC's rules when the FCC "informed you [CBS] that you had engaged in conduct contrary to the purpose and intent of the rule" in negotiations with prospective primary affiliates.

In the light of all this, the commission finds it hard to understand CBS's institution of the plan under question, an FCC spokesman said. The letter was sent to CBS and the 41 compensation-plan affiliates on a unanimous vote, with all commissioners participating except Frederick W. Ford.

WWTV AREA
RETAIL SALES TOP
WYOMING'S BY 91%!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Your chances of making sales in the big WWTV coverage area (Northern Lower Michigan) are almost twice as good as in *all* of Wyoming*.

WWTV, Cadillac-Traverse City, is the undisputed leader in 36 Northern Lower Michigan counties—delivering more homes than Station B in *all* 168 quarter hours surveyed, 6 p.m.-Midnight, Sunday through Saturday (NSI for Cadillac-Traverse City—Oct. 17-Nov. 13, 1960). You would need 13 daily newspapers or 16 radio stations to even *approach* this penetration.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area retail sales are $832,349,000 annually compared to $436,251 for Wyoming. Source: SRDS.*

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South Florida opposes reopening ch. 6 case

South Florida Amusement Co. has told the FCC that there is no basis for reopening the record in the contest for ch. 6 Perrine-South Miami, Fla., on charges certain letters to the FCC were forged. Such action was sought by the FCC's Broadcast Bureau following analysis of letters by a documents expert (BROADCASTING, Oct. 16).

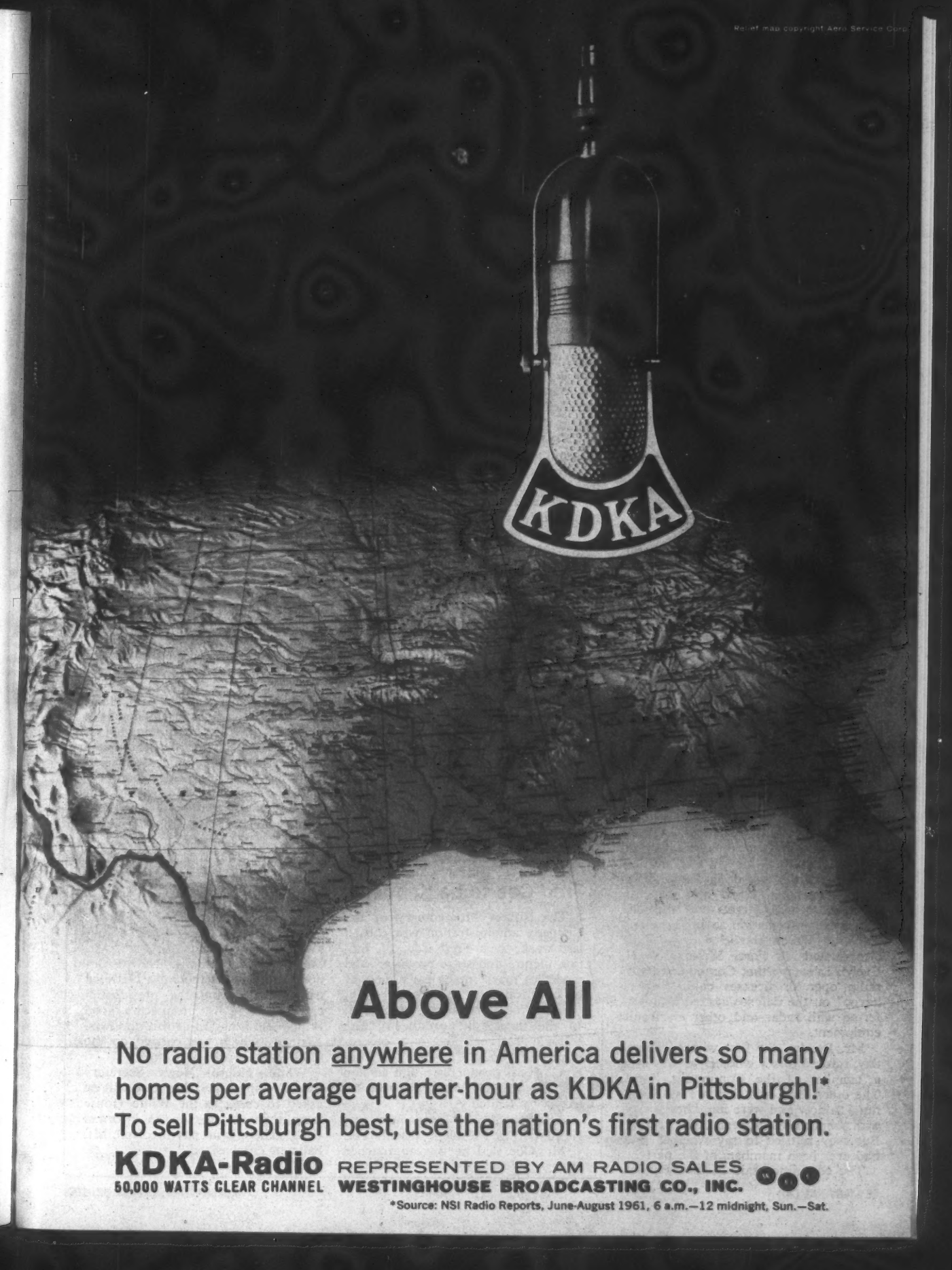
In reply to the bureau, South Florida said its president, Sherwin Grossman, had obtained signed statements from persons whose signatures appeared on each of 49 letters in question. They concerned operation of WBUF-TV (ch. 17) Buffalo, N. Y., when Mr. Grossman was the principal in that station. "In every single case the author of the letter confirms the fact that the original letter is his . . . and the signature on the letter is either that of the author or of a person duly authorized by the author to attach his signature," South Florida said.

South Florida urged the bureau to "make good its implied commitment" to withdraw petition for reconsideration if satisfactory explanation is made. Last March, the FCC instructed its staff to prepare a document to grant South Florida's application and deny those of Publix Tv Corp. and Coral Tv Corp. (BROADCASTING, March 20).

FCC amends rules for Geneva

The FCC has amended its rules relating to frequency allocations and radio treaty matters to align them "to the extent practicable" with the provisions of the Geneva Radio Regulations of 1959.

The action followed President Kennedy's recent signing of ratification documents committing the U.S. to observance of the international treaty (BROADCASTING, Oct. 16). The amended rules will be published in "an early edition" of the *Federal Register*. Reference copies are open to public inspection at the FCC.



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50,000 WATTS CLEAR CHANNEL

REPRESENTED BY AM RADIO SALES
WESTINGHOUSE BROADCASTING CO., INC.

*Source: NSI Radio Reports, June-August 1961, 6 a.m.—12 midnight, Sun.—Sat.

HILL HUNTS RADIO-TV REDS

Four engineers interrogated by House committee worried about Communist plants in broadcasting

The House Un-American Activities Committee, worried about a "direct threat" to national security, began a two-day hearing Thursday into penetration of radio and television station technical positions by employes allegedly under Communist Party discipline.

The committee promptly ran into four witnesses—a top official of the American Communications Assn. and three radio and television technicians employed in New York—who invoked the Fifth Amendment scores of times in refusing to answer questions about their alleged Communist Party activities.

The committee is considering legislation (HR 6) which would deny FCC radio operator licenses to anyone who refuses to appear before "any federal agency" to answer such questions.

The uncooperative witnesses were William Bender, secretary-treasurer of the 8,000-member ACA; Ralph Ilowite, a television engineer for ABC, New York; Jacob (Jack) Winocur, who holds a similar position at NBC, New York; and Marvin (Milton) Shapiro, a radio engineer employed at WBNX New York.

Rep. Edwin E. Willis (D-La.), chairman of a subcommittee appointed to conduct the hearing, detailed the committee's concern in an opening statement. He said Communists employed in radio or television stations could sabotage the Conelrad system that has been devised to permit the government to communicate with the public during an enemy attack without, at the same time, giving enemy bombers navigational aid.

He noted that FCC Commissioner Robert E. Lee, during a previous hearing, had said that an operator who kept his station on the air without shifting to either of the two designated emergency frequencies, could direct enemy bombers to U.S. targets and transmit subversive information to his listeners.

'Could Wreak Havoc' ▪ Rep. Willis also quoted Air Force Major Dow E. Evelyn as saying that Communists with radio operator licenses could "wreak havoc" on the defense system by interfering with radar and other electronic equipment.

Mr. Bender, the first witness Thursday, refused to say whether he was ever a member of the Communist Party. The other three said they are not Communists now and were not when served with subpoenas to appear at the hearing. But they refused to say whether they had ever been members of the party.

The committee said Messrs. Bender, Ilowite and Winocur had been identified by previous witnesses as Communist Party members. A former undercover agent for the FBI, who also testified Thursday, pointed out Mr. Shapiro as having been a member of the party when he knew him in 1950-51.

The agent, Loron D. Wardwell, a former Communist who had stayed on in the party in the early 50s at the FBI's request, also identified a one-time WLIB New York radio operator, Rudolph W. Jones, as a Communist he knew in there 10 years ago. Mr. Jones, who was in the hearing room, was scheduled to testify last Friday.

Many of the questions dealt with Joseph Selly, president of the ACA. The subcommittee wanted to know whether he is or has been a Communist, but no answers were forthcoming. The ACA was expelled from the CIO in 1950 on grounds it was Communist-dominated.

The only flare-up during the hearing came when Frank S. Tavenner, the committee staff director, asked Mr. Bender whether the late Joseph Kehoe, whom he succeeded last year as union secretary-treasurer, had been a Communist.

"What's the purpose of raising the name of a dead man and asking me to identify him as a Communist" shot back Mr. Bender. "That's sinking pretty low."

Union's Members ▪ The union represents workers employed in radio and television stations and communications companies. Mr. Bender said ACA is bargaining agent for employes at WHAT, WDAS, WPEN, WIP and WIBG, all Philadelphia; WBNX and WLIB, both New York; and Western Union in New York; Western Union Cables; RCA Communications in New York and Puerto Rico; French Cables, and Teleregister Corp.

Mr. Shapiro was the only technician testifying Thursday who said he is a member of the ACA. Mr. Ilowite said he had been but switched to the National Assn. of Broadcast Employes and Technicians in 1948, when he moved from a job with WOV New York to ABC. Mr. Winocur said he is a member of NABET, but declined to say whether he ever belonged to ACA.

Although the committee is considering legislation to bar radio operators licenses to persons refusing to answer questions about Communist Party affiliations, it appeared that none of the witnesses Thursday had such licenses.

Forgetfulness ▪ Mr. Bender, who had been a transmitter operator for WHN New York before going on the union payroll in 1946, said he had kept renewing his license until 1957, when he "forgot" to file for another renewal.

Mr. Ilowite said his radiotelephone license had expired in 1948, and Mr. Shapiro said he let his lapse in 1958. Mr. Winocur declined to say whether he ever held one, but the subcommittee staff said its evidence was that he, too, held one that he let expire.

The subcommittee indicated it felt that Messrs. Bender, Shapiro and Winocur had let their 5-year licenses expire as a result of a procedure put into effect by the FCC in 1953. At that time, the commission began submitting questionnaires about Communist affiliations to those license-renewal applicants about whom it had received "derogatory information."

Subcommittee concern with amateur operators as well as professionals was indicated in the questioning of Mr. Ilowite. He said he had an amateur's license and operated an amateur station from his home, in Ridgewood, N. J. Under questioning, he acknowledged that under proper conditions, his transmitter could broadcast to Cuba, Mexico City, Canada and Europe.

Fred Coe to be Kennedy's Robert Montgomery

The Robert Montgomery of the Kennedy administration was chosen last week: he's Fred Coe, tv, motion picture and stage producer who made his mark in the early days of tv by producing the *Philco Playhouse* (CLOSED CIRCUIT, Aug. 28). In the theatre he produced "The Miracle Worker" and is a co-producer of Paddy Chayefsky's "Gideon." He is producing a film version of "The Miracle Worker" to be released by United Artists.

Actor-producer Montgomery was tv adviser to President Eisenhower.

Mr. Coe said he was approached by Ted Sorensen, a White House aide, to take on this work. "I said I'd be glad to," Mr. Coe said. Mr. Coe produced a film, "New Frontiers," for the Democratic National Committee during the presidential campaign. He also produced a taped tv political program of Mr. and Mrs. Kennedy which was carried on the CBS-TV network.

White House News Secretary Pierre Salinger said Mr. Coe will be asked to come to the White House from time to time on an informal basis. There is no pay involved, Mr. Salinger emphasized.

HOW'S BUSINESS?

IT'S GOOD AT WWJ – BECAUSE WWJ'S ON-THE-AIR PERSONALITIES ARE ALL SOUND, BELIEVABLE, CONVINCING BROADCASTERS

Hugh Roberts with Knut and Big Mouth Baxter

smooth Les Martens

personable John Lynker

Bumper-to-Bumper Club's Bob Allison

showman Bob Maxwell

first lady of fine music Faye Elizabeth

witty weathercaster Sonny Eliot

They're supported by an unbeatable news team

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Detroit's Basic Radio Station

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*Nielsen July-August, 1961, 4 week cum

DOES TV WIN VOTES?

JFK's tv need not proved; 'danger' seen in tv coverage

President Kennedy, most of his top campaign advisers and many Republicans have long since agreed, could not have won his election victory last year without television. But a political scientist writing in *The Presidential Election and Transition 1960 and 1961*, published today (Monday), isn't convinced.

Charles A. H. Thomson, a senior staff member of the RAND Corp., a research organization, agrees that television had a "critical effect" on the election and notes that "Kennedy got his biggest critical votes in the big cities—prime television territory."

But, he quickly adds, "The Scottish verdict of 'not proven' must prevail, for in 1960 television carried the campaign to the whole country, and it is yet to be demonstrated whether it was in fact critical in rolling up the big city majorities, or whether it was even an important catalyst in getting the most out of organizational efforts, registration drives, labor union activities, and other elements that worked on balance in Kennedy's favor."

Mr. Thompson's views are contained in a chapter on "Mass Media Activities and Influence." The book, published by the Brookings Institution, a private, non-profit research organization in Washington, is the work of seven political scientists, two U. S. senators and a newspaperman.

Mr. Thomson credited television, in 1960, with coming "closer than ever before to confirming the hopes, if not the fears, of those who had predicted sovereign political power for it." And the debates between Vice President Richard M. Nixon and Senator John F. Kennedy, he said were "the most important innovation in the political use of any medium of mass communication since the fireside chat and the open press conference."

But if the debates are to be continued in future presidential campaigns, the author—like many other observers—feels their format should be revised. He argues that a "quiz show" in which newsmen ask the candidates questions during all or part of a program is not the best vehicle for presenting the presidential hopefuls' qualifications to the public.

The Conventions ▪ Mr. Thomson was also critical of broadcasting's coverage of the nominating conventions. But party managers must share the blame, he said, adding that the party men were responsive to considerations of inter-network competition for ratings than to "new and imaginative ways of bringing the story to the public."

For all their talent and equipment, he said, broadcasters did not provide sharply edited coverage of each day's events. He said their reporting technique combined ponderous inclusiveness with attempts to display network celebrities as well as political notables. And "to the connoisseur," he said, "radio provided some of the best commentary of all [media]."

Whether electronic electioneering of the 1960 type will be possible in the future, he said, depends on "more courage among broadcasters and more good sense on the part of the FCC, or a definite relaxation" of the equal-time section of the Communications Act. (Two bills [S204 and S 205]) are pending in the Senate; the former, which is narrower in scope, applying only to presidential and vice presidential candidates, reportedly has a good chance of enactment.)

Mr. Thomson sees some dangers in expanded television coverage, but none of them overriding. There is the "ever-present risk" of unequal treatment by the networks; there is also the "subtle threat to the electoral process itself" that could result from increased success in predicting the significance of early returns in terms of the national outcome. These predictions could have an improper influence on voters in the West, he said.

He feels the first danger is more serious, but adds there is a built-in safeguard against unfair treatment—broadcasting's self-interest dictates that it keep a balance between the demands of the two major parties.

Minow asks lawyers help on FCC reorganization

The Federal Communications Bar Assn. was both praised and condemned by FCC Chairman Newton N. Minow in an address before that group last week. The chairman was critical of the 1952 amendments to the Communications Act, much of which, he told the association, "you may claim authorship without pride."

On the other hand, the 1961 reorganization act and 1960 amendments—for which both parties strived—calling for pre-grant protests will greatly help the commission processes and all who practice before the agency, he said. "Essentially, the FCC reorganization act repeals several of the restrictive provisions of the 1952 amendments," Chairman Minow said. "It takes the commission's head out of the sand. . . . No judicial system, to my knowledge, ever imposed such a disability on its judges and certainly no other so-called 'expert' administrative agency has ever been so absurdly deprived of its expertise."

The chairman said that the FCBA has not always served a common objective (with the FCC) in the association's charter— to promote the proper administration of radio and the due administration of justice. "Your *mea culpa* is the 1952 amendments," he stated. "You had your way then and what was the result? Did it promote the proper administration of the laws to have the protest procedure? Did things work better with the commission cut off from so much of the expertise of its staff?"

Agreement between the FCBA and the FCC has been far too rare and "certainly it should not depend on congressional prodding" as in the case of the protest amendment, Chairman Minow said. He stressed the FCC's need for help from the association "will soon be sorely tried" as the commission implements its reorganization powers. Some of the amendment's provisions permit the commission to consult with its staff, set up a review board to make final decisions and divide the commission into panels for specified duties.

Concern Misplaced ▪ This new power "concerns—even disturbs—some practitioners," the chairman noted. "I think this concern misplaced and I am confident that we will be able to demonstrate this in the months ahead." Relating his "early impression" of FCC legal procedures, Chairman Minow said it is often more complicated to try a case before that agency than before a federal court.

It is a paradox, he pointed out, that as the art of communications has grown, the art of law has slowed the delivery of FCC actions and decisions. "The red tape is choking," he said, "and as a commission we are often reluctant to send a case to hearing for just that reason. Instead of being a method to ascertain facts, a hearing has come to be regarded as punishment. Sending a case to hearing now is often interpreted as sending somebody to Siberia—since the commission may not hear from the parties again for several years."

BUYERS OF THE YEAR

These two companies have just made the most productive buy in Southern California television. The buy's productivity is rooted in twelve years of KTTV service to Southern California.

Beginning Jan. 2, 1962, they will sponsor the KTTV Special Events package:

More than 100 hours of scheduled events (Rose Parade, Santa Barbara Fiesta, Easter Sunrise Services, etc.), provocative local and national documentaries—and KTTV's nonpareil coverage of fast-break news stories like floods, robberies, fires, accidents. Real, living television that eclipses anything from make-believe land because (a) you know it's happening as you watch, (b) you don't know what'll happen next.

Liggett & Meyers and Great Western Savings and Loan Association have made the buy of the year, the year of television's Renaissance of Local Vitality.

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ON CLEAR CHANNELS

Most comments against FCC's proposed changes

Further comments to the FCC on its decision to break down 13 of the 25 clear channel radio frequencies were generally opposed to the action with many parties pleading for at least special consideration of certain frequencies (BROADCASTING, Oct. 23).

CBS attacked the FCC decision as an "insignificant step" towards solving the clear channel problem. It said the selection of channels to be duplicated is "strained" and in the case of the network's KMOX St. Louis is "patently unfounded." Even if the FCC will not stay and reconsider its clear channel order, it should leave KMOX in its clear channel status, the network said.

ABC suggested that the FCC action indicates the commission is using the 13 channels to be duplicated as "guinea pigs" and that the FCC is not too sure of its solution. The network said if the FCC is sure it should either duplicate all 25 channels, allow all 25 to operate with superpower (above the now-authorized maximum of 50 kw) or maintain the *status quo* for the "foreseeable future." The FCC's action is "not only pointless but patently unfair," ABC charged. If the FCC is unsure of its solution it should elicit information from experts on the problem before tinkering with an allocations system which has "done yeoman service" for a large segment of the public, ABC said.

Agreeing with comments of Clear Channel Broadcasters Service, ABC said the FCC should abandon its "will o' the wisp" attempt to provide groundwave service to "every square foot" of the U. S. and should concentrate efforts on providing more radio service to areas in need of a wider choice of radio service by blanketing such areas with skywave signals at night.

Several applicants for am stations asked the FCC to remove the "freeze" it had announced on new stations pending the clear channel breakdown.

National Assn. of Educational Broadcasters asked the FCC to reserve at least two Class II am frequencies for educational broadcasting.

KBIG Avalon, Calif., objected to the decision and asked for a hearing.

WNYC New York and KFMB San Diego both opposed requests for a stay of effectiveness of the FCC order. WNYC pointed out that the proceedings have been extended over 16 years and that the FCC has had ample opportunity to consider the protests now being raised. WNYC is limited by WCCO Minneapolis and would be favorably affected by the FCC change.

KFMB pleaded special circumstances in its case should persuade the FCC in fairness to expedite the order. The station said its frequency problem (760 kc) is "unique" because it alone of all stations in the U. S. must be shifted in accordance with the United States-Mexican agreement.

FCC runs program tests for WUHF in New York

The practicability of operating a uhf station in a major metropolitan market is being tested in New York. WUHF (TV), which operates on ch. 31, went on the air last Monday (Oct. 23) with technical tests before the planned start of regular operations on Nov. 5. The station is functioning with a grant of $2 million from the FCC.

The tests involved the transmission of still pictures last week. When the station begins regular operation, the Municipal Broadcasting System, operator of New York-owned WNYC, will provide the manpower to operate the facility and also will supply some of

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With a total net effective buying income of more than **$2 billion** last year, San Diego County ranked 13th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$2,454,580,000
SAN FRANCISCO, CALIFORNIA	$2,401,671,000
DALLAS, TEXAS	$2,141,158,000
HAMILTON (CINCINNATI), OHIO	$1,926,360,000
SUFFOLK (BOSTON), MASSACHUSETTS	$1,683,018,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

the programming. The remainder of the programs to fill the tentative schedule from 9 a.m.-11 p.m. will be provided by New York commercial tv outlets.

New York City, through its Municipal Broadcasting System, has been considering the start of a tv station operation more than 10 years. Seymour N. Siegel, director of the system, last week noted that the experimental tv station operation also is designed to show if the outlet is economically feasible in New York and if it can be utilized as a municipally owned-and-operated station, as is WNYC. The present plan is to turn the station over to the city at the conclusion of an experimental period, provided that the tv station can fill the needs of the municipality.

FCC to stop taking some contingent bids

The FCC has announced it will no longer accept am or fm applications for new stations, or for major changes in existing facilities, which are contingent upon other such applications.

The commission took the action because experience has disclosed "that the existing policy of accepting 'contingent' applications . . . for new facilities and major modifications or both has not been satisfactory." The commission said such applications "consume considerable staff time" which could be used for processing other applications. Moreover, after the time that elapses before the contingencies are removed, it is often necessary for the applicants to file "substantial amendments."

The FCC said it would delete "as soon as practicable" the question on its new-stations/major-changes form which deals with contingencies.

The new policy, adopted Oct. 25, does not apply to applications for ownership changes.

Broadcast Bureau wants closer look at tv request

The FCC's Broadcast Bureau called for a closer look at what might have been a routine request to amend an application for ch. 3 in Salem, Ore., on grounds that the amendment might have considerable bearing on the issues in the case. Although Willamette-Land Tv Inc. is the only remaining applicant for the facility, the FCC is holding a hearing to determine character qualifications of the applicant's principals.

Among the issues are whether the company president, W. Gordon Allen made misrepresentations in regard to his sale of KBAM Longview, Wash., whether he gave the FCC incorrect financial reports and whether he gave fair and balanced treatment to parties he opposed in radio editorials over his KGAY Salem and if he gave opportunity for reply.

The amendment objected to by the bureau would reflect a change in Willamette's management, deleting John Truhan as an officer and director and substituting Madeline Allen. The bureau said that no good cause had been shown in requesting the amendment and that Mr. Truhan's part in owning other stations with Mr. Allen has a bearing on the present application.

In response to the bureau's plea, Hearing Examiner Charles J. Frederick scheduled oral argument on the amendment for Nov. 8.

According to the bureau, Mr. Allen had editorials broadcast over KGAY which accused members of the Oregon State Police of taking graft and operating in their own interest to the detriment of the public interest. In one the force was said to have been referred to as the "Oregon Gestapo."

In a letter to Chairman Minow, Mr. Allen has alleged that the hearing for the channel was initiated by false charges made by Oregon Gov. Mark Hatfield (Rep.) with whom he said he has had a long-standing political feud.

NO!

"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of **KVOO-TV** has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

"Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!"**

The result? You buy with confidence when you buy **KVOO-TV** in Tulsa.

KVOO-TV NBC

Represented by

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2

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Applicants oppose governor's request

ABC and two prospective applicants for ch. 7 Bangor, Me., which the FCC ordered shifted there from Calais, Me., last week asked the FCC to deny the request of Maine's Gov. John H. Reed to stay making the shift final. Gov. Reed made the request so the state legislature could pass funds to support etv on ch. 7 in Calais (BROADCASTING, Oct. 9).

Downeast Tv Inc. and Dirigo Broadcasting Inc. joined with ABC in claiming that no action taken by the legislature could outweigh the compelling reasons considered by the FCC when it authorized the shift last April. They said that only assignment of a third commercial channel would permit tv competition in Maine's largest community.

In another allocation rulemaking, Central Minnesota Tv Co. backed a proposal to shift ch. 12 to Walker, Minn., from Brainerd, Minn., and said it would apply for the facility. The company pointed out no one has applied for the channel in Brainerd and that it would meet all technical requirements in Walker.

In a third proceeding, H & B American Corp., owner of many catv systems, asked the FCC not to delete ch. 19 from Palm Springs, Calif., despite short spacing between that channel and ch. 18 in San Bernardino, Calif. H & B said the shortage is indistinquishable from normal separation requirements in terms of mutual effects on the stations involved. H & B said further it wished to construct a station on ch. 19 to bring the Palm Springs area its first tv service.

Several applicants for new allocations

Applications for channels recently added by the FCC to Grand Rapids, Mich., and Rochester, N. Y., continue to come in before the announced probable cut-off date of Nov. 1.

Seeking ch. 13 in Grand Rapids were West Michigan Telecasters Inc. and Atlas Broadcasting Co., both of whom commented in the rulemaking which assigned the channel there. West Michigan comprises 22 stockholders, all local residents. The company claims its transmitter site will also serve Muskegon, Mich., and that the FCC designated the channel for Grand Rapids-Muskegon at West Michigan's request. Lewis V. Chamberlin Jr. is president and Paul A. Johnson vice president of the company.

Atlas is licensee of WMAX-AM-FM

Continues on page 83

IS ADVERTISER COLOR'S MESSIAH?

■ Enthusiastic sponsors may yet win victory for tint tv

■ Set prices, program deficiencies are delaying supremacy

If color television is ever to be king of the home electronic entertainment world, advertisers must lead the way. They alone, of all key factors involved, are not caught up and snarled in the cause-and-effect log-jam that impedes color's progress.

This is the prognosis that emerged last week from BROADCASTING surveys of agencies and advertisers, producers, manufacturers and retailers.

For gradualism is still the definitive descriptive word for color, and despite some impressive achievements this year (see story, page 68), the young medium plods forward only at a moderate pace.

The missing link to a complete color breakthrough seems to be lack of network interest — other than NBC's — in colorcasting. Both ABC and CBS say the public will let them know when they want more broadcasts in color. Color set ownership has not reached a meaningful level, these networks add, and until such time as it does, they will maintain wait-and-see policies.

Price Cuts Unlikely ▪ Yet observers indicate that unless the retail price of color receivers comes down, multichrome set sales will offer, at best, a steadily increasing but not overwhelming challenge to black-and-white. Dealers freely admit that to cut color tv prices sharply, the industry needs a major technical breakthrough in the manufacture of the set. And William E. Boss, RCA's color tv coordinator, concedes that the color tv chassis "is already as refined as it ever will be," and that manufacturers "just don't know how to make them any cheaper."

So it goes around—the chicken-and-the-egg effect, with nobody knowing which will come first. The answer possibly lies in CBS' formal statement on the color question. In part, that network says that it is prepared to go all out for color broadcasting when color tv "becomes an actual rather than a potential advertising medium."

Future Tool ▪ How potential and how actual is color tv as an advertising medium? BROADCASTING canvassed a considerable number of advertisers, advertising agencies and commercial producers and posed those questions. A consensus agreed that color tv is more an advertising tool of the future than one of the present. There seems little doubt, from answers received—that color commercials enhance the visual effects of products, increase their desirability, leave deeper impact on viewers, and give advertisers a significant status symbol.

But lack of reliable marketing information as to how many color receivers are actually in home use, is given constantly as the major reason for color's still relatively minor position as an advertising force. As one advertiser executive bluntly put it: "I want to know what I'm getting when I buy a thing. With color tv I know I'm getting something that will show up my product to good advantage, but how do I know who and how many are going to watch it?"

Mainly because of these same reasons, most advertising agencies (J. Walter Thompson, William Esty and N. W. Ayer are notable exceptions) are not pushing color television to their clients.

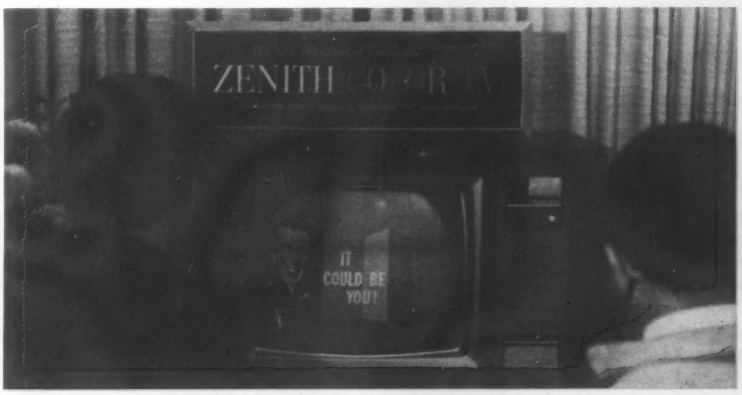
Gordon Webber, vice president and director of Benton & Bowles' broadcast commercial production department, says it's "a matter of practical dollars and cents. Color is not a mass medium yet; it's for very specialized selling."

Yet, though B & B is not very active in color (the agency hasn't done a color commercial for a client for about a year), Mr. Webber is keeping abreast of the color picture. Earlier this month, his department investigated color activity at 18 major New York production firms. Its findings:

▪ "Production of color tv commercials during the past year has neither increased nor decreased to any appreciable extent."

▪ Most of the color activity centers around large advertisers who sponsor network programs in color on NBC.

Of the 18 commercial producers canvassed, 3 reported a large increase in



Zenith sparks manufacturer interest in color

Decision of Zenith to enter the color tv receiver market sparked a chain reaction among other set manufacturers, much to the relief of RCA which had been practically alone in producing color sets for the past seven years. They are reported to have spent $130 million on the project. Soon after Zenith's announcement last February five other manufacturers — General Electric; Philco; Warwick Mfg., subsidiary of Sears, Roebuck & Co.; Sylvania, subsidiary of General Telephone & Electronics and Delmonico, a division of Thompson Starrett Co.—announced that they were putting color sets on the market.

Zenith's first public showing of its new color line in New York (at its Exhibition Hall on Fifth Avenue) drew crowds of the curious. NBC-TV's *It Could Be You* show is being watched above in color on Oct. 2, first day the sets were on the floor. See story, page 68.

color production during this year, 3 others said they showed a slight increase in color production, 10 producers claimed no change and 2 commercial makers said their production of color commercials has decreased during 1961.

Little Incentive ▪ Sherman J. McQueen, vice president and director of broadcast in Foote, Cone & Belding's Los Angeles office, voices familiar reasons why his agency is not more active in color. "If the other two networks would do as much programming in color as NBC, and if the people who make and distribute the color sets could get them priced so the public would begin to buy them at a more rapid rate, we at the agencies would be more apt to try harder to persuade our clients to put their commercials in color," explains Mr. McQueen. "But as things stand now, there's little incentive for an advertiser to use color tv."

Another agency man, Alan M. Berger, radio-tv director, Tilds & Cantz Inc., Los Angeles, said that he would only recommend use of color when 75% of the nation's sets in use can receive tint images and he added that "I'll welcome the day, because there's nothing like color to give impact to an ad."

Fuller & Smith & Ross doesn't make color commercials because its clients don't want them. Art Duram, director of radio and tv at the agency, says he's studying color and its trends, but so far has had no call to do anything tangible with his information. He feels that color adds 20% to the production costs of a commercial and says its main advantage is in reaching an upper-income audience.

Lack of Set Information ▪ A representative of Doyle Dane Bernbach says his agency doesn't usually recommend the use of color to its clients. "There just isn't enough information on set ownership," he explained. He listed additional production costs and poor transmissions as other color commercial drawbacks.

Robert Margulies, vice president in charge of commercial broadcast production at Ted Bates & Co., mentions lack of "color film consistency," and the need for his agency to reach the largest possible audience at the lowest possible cost for its many packaged-goods clients as important reasons why Bates does not push more for color.

The agency has made color commercials in the past for Colgate-Palmolive and Minute Maid, but is producing none at present. Mr. Margulies estimates that color adds anywhere from 20% to 50% to the cost of a commercial production. tion.

James L. Isham, executive vice president, creative services, Needham, Louis & Brorby, Chicago, looks forward to the day when color enjoys wider circulation in U.S. homes because of the "obvious added impact" it lends to tv commercials. NL&B pioneered color commercials in 1953 for Kraft Foods and S. C. Johnson's Wax. Kraft is still a big user of color on NBC-TV's Perry Como show.

Opinion Leaders ▪ Mr. Isham believes that advertisers who sponsor color programs would be wise to use color commercials because color set owners, even if they are in a minority, do represent a significant proportion of the nation's so-called opinion leaders. But the agency executive also thinks that color has taken a disappointingly long time to catch hold. He said that based on agency research, color set saturation is not expected to top 5% of total U.S. households before 1965. With this information as the decisive factor, NL&B does not recommend that its clients, who are now using black-and-white, switch to stockpiling color commercials. The extra 15% or 25% cost of color production, he says, does not make this practical.

Another obvious pitfall, Mr. Isham pointed out, is that color sometimes makes realism too vivid. "Pictures of nasal passages and diagrams of stomachs in color might prove highly objectionable to many viewers," the NL&B executive suggested.

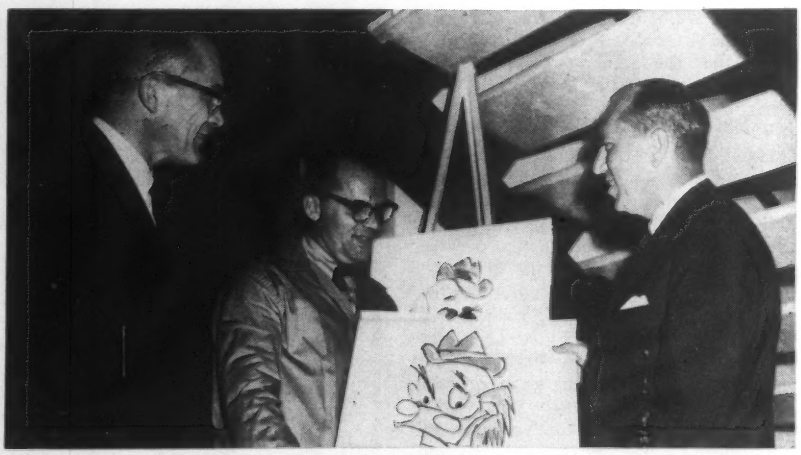
Bernie Haber, vice president and head of film production at BBDO, cites still another reason why color commercials are not too widely used. "Actually there are not too many color shows available" that fit the needs of particular clients, he points out.

Not Determining Factor ▪ In this connection, Arthur Bellaire, vice president for tv-radio copy at BBDO, emphasizes that color is not the determining factor in selecting a program for a client. He acknowledges that color adds to the effectiveness of commercials but says the criteria for choosing shows for particular clients include the appropriateness of the program, the time period, the adjacencies and the cost. It was his opinion that the limited number of color receivers in circulation downgrades the medium as a significant factor in an agency advertising decision. BBDO has used commercials in color for Lucky Strike Cigarettes, but has none definitely scheduled for this year.

But if color has its legion of disbelievers and non-participants, it also has an ever-growing band of adherents, delighted first-time users, and hopeful potential users.

Clients Use Color ▪ The bellwether agency in color is J. Walter Thompson Co. Over the past five years a considerable number of its clients have used color commercials, including Eastman-Kodak, Ford Motor Co., Chesebrough-Ponds, Kraft and the U.S. Brewers Foundation. Most of these advertisers are still actively using color. In the 1959-60 season alone, J. Walter Thompson created and produced more than 600 minutes of color television commercials.

The agency produces its color messages both on film and on tape, with the latter system gaining an approximate 60% to 40% edge. Commercials of an institutional nature are repeated and stockpiled for future use, but those that convey new style and model messages, such as Ford, are used during one season only. This policy holds true at all



Joe Zabinski, artist from Walt Disney Productions, sketches some of his famous crayon characters for Art Sedler, left, and Ted Genock, right, of Eastman Kodak Co.'s television advertising division. Eastman co-sponsors Disney's "Wonderful World of Color" on NBC-TV every Sunday evening. The three met in the Kodak Exhibit Center in Grand Central Terminal, N. Y. C.

the agencies that do any color work.

Though agency officials declined to comment on the reasons why advertisers at other agencies have been shunning color, the impression emerges that Thompson feels that advertising people are not doing enough to persuade clients to try color.

Another Believer ▪ Grey Adv. seems to be a firm believer in the value—present and future—of color tv for advertisers. The agency currently orders color commercials for the RCA Victor Record Div., and for the Lionel Corp.

Jack R. Davis, the agency's vice president and commercial production manager, is confident that color set sales should increase substantially within the next few months, and points out that this enlarged circulation should result in heightened advertiser interest in color.

Mr. Davis' optimism is shared by Frank M. Brandt, vice president and director of tv commercial production, Compton Adv., who believes that color tv should make significant progress soon. He does not, however, envision any sudden, drastic increases in color set ownership, but sees a gradual build-up in the number of such receivers in use. He stresses that an advertiser is interested primarily in a show's values for him. If a desirable program is transmitted in color, this is an added plus, he indicates, but the dominant consideration is the program.

Effective Commercials ▪ Compton, on behalf of the American Dairy Assn., uses color commercials on NBC-TV's *The Dinah Shore Show,* Mr. Brandt reports, and adds that he considers the commercials "attractive and effective."

The agency producer of color commercials for American Tobacco's Pall Mall cigarettes is "very happy with the results."

Charles Vallenti, of Sullivan, Stauffer, Colwell & Bayles Inc., reports that a total of eight Pall Mall commercials have been filmed for use on NBC-TV's *Tales of Wells Fargo* and *Joey Bishop Show* this season. The Bishop show is not telecast in color.

The producer said that currently the making of color commercials is not an uncomplicated task. Since even color commercials are seen mostly on black-and-white sets, particular care must be taken in choosing the proper colors, he explained, because certain tints come out in black-and-white in varying and sometimes conflicting shades of grey.

In Stride ▪ SSC & B is "not pushing color" for its clients, Mr. Vallenti declares: "We're just taking it in stride." He indicates that the additional cost of color production over black-and-white production depends on the complexity of the individual commercial, but that generally color productions are about 20% more expensive.

Mohawk Carpet Mills, a firm color advocate, goes all out to take advantage of this new advertising medium. For its NBC-TV Thanksgiving Day special colorcast last year, the advertiser had replica of an entire house built to add realism to its color carpet commercials.

Joseph S. Forest, vice president and commercial radio-tv director at William Esty Co., says that color tv's rise is "inevitable," and compares it to the development of color in the motion picture industry. He calls color a "tremendous aid" to advertisers and asserts that there is a "dramatic difference" in viewing a commercial on a color receiver, side by side with the same commercial on a black-and-white set. While he estimates that color commercials cost 30% to 50% more to produce, depending on the use of opticals, etc., he does not think additional costs are a deterrent influence on advertisers. Mr. Forest does believe, however, that the "instability, from a viewer's standpoint," of color commercial film, does produce advertiser objections. "Color doesn't give the same flat response that black-and-white film does," the Esty executive explains. Production and transmission flaws are much more apparent and disturbing in color than black-and-white, and consequently some advertisers are leery of using a less stable means of communications, theorizes Mr. Forest.

Esty is one of the more active color agencies, and currently is making color commercials for the R. J. Reynolds Tobacco Co. and P. Ballantine & Sons.

Not Enough Sets ▪ Robert L. Redd, vice president, radio-tv director, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, agrees with most of his agency colleagues that there aren't enough color sets in use to justify the added cost of color. But he says he's looking forwrad to the day when this condition is overcome because then "we'll be in color tooth and nail. Then, too, tv will be truly competitive with print advertising in promoting not only the product, but the package. And color can beat print 1,000 times in appetite appeal."

Kenneth C. T. Snyder, vice president and radio-tv creative director at Needham, Louis & Brorby, Hollywood, is another color enthusiast, and he thinks advertisers who stay away from color because of low cost-per-thousand situations are not being "wholly realistic." Mr. Snyder says that while the number of color sets in use might be low, the people that own them represent a high income group worth reaching.

"Color is as different as stereo compared to low-fi sound. It has esthetic and selling impact, and is startlingly better than monochrome in kindling sales enthusiasm," he contends.

Although Leo Burnett Co. has produced color commercials for clients in the past, the Chicago agency has none in production at the present time, one broadcast executive said last week. The high selling impact of color is well recognized as a general principle, he observed, but he felt the major obstacle to color's more frequent use is the small set circulation.

This view was affirmed by Gail Smith, director of advertising and marketing research, General Motors Corp., who pointed to GM's effective use of color in print media and the auto maker's pioneering of color in tv too. Color tv relatively is still a minor factor, however, when the total marketing strategy is worked out, he said. This is because of the low set circulation situation.

Oldsmobile, for example, while a very early user of color tv, this current season happens to have all its program vehicles on non-color networks. A spokesman at D. P. Brother & Co., Detroit agency for Oldsmobile, explained that color simply didn't weigh for or against the tv decision this year. Other marketing factors simply took prece-

dent, he said. Brother, however, is producing color commercials for GM's A. C. Sparkplug division for use on *Laramie* on NBC-TV.

Chevrolet, because of its sponsorship of *Bonanza* on NBC-TV through Campbell-Ewald Co., Detroit, is very heavy in color commercials this fall and set what it considers is an industry time and volume record in production of color spots to meet the introduction date. (See sidebar story, page 80).

The time element was the only reason Chrysler Corp. did not have color commercials for use with its sponsorship of the World Series on NBC-TV, according to Richard Forbes, director of corporate advertising. Color, however, is under consideration for future tv exposures, he said, including the Rose Bowl game Jan. 1.

Edward H. Weiss & Co., Chicago, currently is producing a series of experimental color commercials in Hollywood for three of its clients. Weiss, however, will not disclose them until a buying decision has been made.

Stockpiling for the future is the unusual twist in color commercials prepared for Holloway Candies by the Chicago office of Erwin Wasey, Ruthrauff & Ryan. Holloway is using *Magic Ranch* on ABC-TV this season. Although telecast in monochrome, both commercials and the series of 13 week programs are on color film and both were produced by the agency. EWR&R expects the re-runs eventually will be telecast in color, according to the producer, George Anderson, vice president and director of radio-tv for EWR&R. Mr. Anderson is bullish on color's future. He said three animated color commercials also are in production for Holloway's use on a spot basis.

But even if advertisers do not seem to be using a great deal of color commercials to promote their products, they are giving the color band-wagon some impetus by sponsoring color programs.

141 in Color ▪ Last year, according to NBC's color information department, 110 advertisers bought all or part of some network color tv programming. This year, BROADCASTING learned, the list has grown by 31, making 141 advertisers in all who are represented on NBC-TV's color schedule. Sixty of them are either first-time color sponsors, or returnee sponsors who have come back to color programming after a time lapse of some kind. About one fifth, or more than 25, of the color sponsors actually are advertising, at least partly, in multichrome, and of these advertisers 10 have been so engaged since 1956. All together, 21 of NBC-TV's 141 color program advertisers have been sponsoring some sort of color programming for the last five years. Color program advertisers are expected to spend more than $70 million in gross billings this year, a $10 million increase over 1960.

What are the reasons for this apparent growing advertiser interest in color? Mostly it's because NBC, still carrying its color banner high, is programming more color shows—1,600 to 1,800 hours expected this year, a more than 50% increase over the 1,034 color hours programmed in 1960—and thus opens up more commercial time. Yet many advertisers seek out color programs because they are vitally interested in reaching, even if its by way of a black-and-white commercial, that small but upper-income bracket audience that can afford to own color sets.

Status Symbol ▪ For example, Mohawk Carpet Mills, a division of Mohasco Industries Inc., Amsterdam, N. Y., wants to reach a selective audience.

Herbert L. Jay, the company's director of advertising, explains why:

"Having color tv in your home is pretty much like having a Cadillac or Mercedes in your garage," Mr. Jay says. "The odds are that color set owners have the desire for better possessions and the money to acquire them. This makes them a selective market of high probability as purchasers of Mohawk carpets. That's why we willingly spend one-third more than the cost of black-and-white to produce all our commercials in color. We willingly pay the premium to present our products the best possible way—in color—to the cream of the tv audience."

This season, Mohawk will sponsor a 60-minute Thanksgiving special on NBC-TV.

RCA's animated commercials featuring Prof. Ludwig von Drake, are credited with part of the increasing interest in the new medium this year.

The American Telephone & Telegraph Co. is another advertiser who likes to sell in color. Asked if color does a more effective job than black-and-white commercials, a Bell Telephone spokesman said: "You're a damn sight better off selling anything in color." Bell's color commercials are seen on NBC-TV's *Bell Telephone Hour* and the Bell Science series. The advertiser also is making use of its color commercials on a black-and-white show, CBS-TV's *CBS Reports*.

Mel Helitzer, advertising manager of the Ideal Toy Co., New York, reports that his company is using color in 5 of the 35 markets where its spots are being shown this season. Ideal also is using color on NBC-TV's *The Bullwinkle Show*. Mr. Helitzer finds that when Ideal's commercials are shown in color, they bring a 20-25% increase in dealer enthusiasm.

Colombian Coffee ▪ Another spot user of color is the National Federation of Coffee Growers of Colombia, which last April made nine color commercials—a first for the federation—on location in Colombia.

Jack Shuttleworth Jr., director of advertising and promotion for the federation, says that color adds realism to the story of how Colombian coffee is grown. He adds that he knows that "those who own color tv sets, for the most part, are trend-setters; therefore an excellent audience to reach with our promotion."

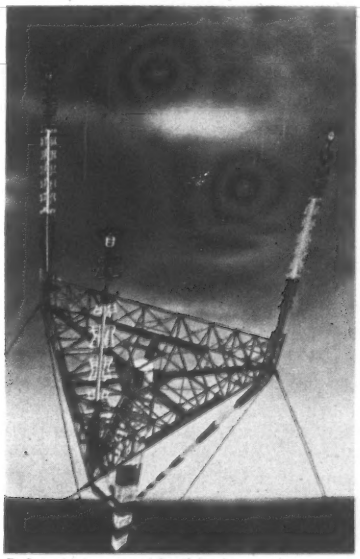
H. J. Heinz Co., Pittsburgh, which is a heavy NBC-TV daytime color user, feels that color is beneficial to "appetite appeal." James Gordon, the company's assistant advertising manager, also thinks that color promotes quicker and more lasting "label identification."

A spokesman for Clairol Inc., New York, says that it's difficult trying to tell "a color story—which Clairol essentially is—in black-and-white." Clairol will use color on the *Big Preview*, a two-hour feature film program seen on WOR-TV New York.

Another hair preparation firm, John H. Breck Inc., Springfield, Mass., is eagerly awaiting a color breakthrough. Historically Breck has always leaned towards color. The company has never used anything but color in magazines, because the color gold plays an important role in its corporate advertising. Breck's packaging and tones are also in gold. Formerly Breck was able to use color in its tv advertising because it sponsored only specials on NBC-TV. But CBS-TV has now captured its business, and John P. Hughes, Breck's advertising manager, can only say that "when color becomes more available, we'll make as many color commercials as possible."

Local Reaction ▪ Even on a local

RCA designs and builds the TV cameras and other TV studio equipment that record the action and sound . . .



RCA designs and builds the equipment that transmits the TV signals.

And RCA designs and builds the TV sets, color and black-and-white, that bring the picture and sound into your home. There is an RCA Victor model for every taste and pocketbook.

RCA takes the picture...sends the picture...and receives the picture!
No wonder RCA is the most trusted name in television

When you buy an RCA Victor television set, you can rest assured that you're getting the very finest your money can buy.

For RCA has an unequalled background of experience in every phase of the television industry. In fact, the very same RCA electronic skills, research, and facilities that build everything from studio cameras . . . to transmitters . . . to the tube you see the picture on . . . combine to bring you the sharpest, clearest television pictures you've ever seen.

From the very beginning of the industry—first in black and white, then in Color TV—RCA has been recognized as the most trusted name in television. Today, more RCA Victor sets are in use than any other make. Yet important as television is to RCA, it is but one of many fields of electronics in which the Radio Corporation of America is active as a pioneer and leader. TMK(s)®

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

IS ADVERTISER COLOR'S MESSIAH? continued

level, advertiser satisfaction with color can be found and attested to. The Hudepohl Brewing Co., Cincinnati, half sponsor of 54 Cincinnati Reds baseball games—28 of them in color— on WLWT (TV) Cincinnati this past season, used 240 in-game color commercials. The commercials were done live and on film.

John A. Hesselbrock, president of the brewing company, expresses regret that all of his beer commercials cannot be in color. "Color does great things from an appetite and presentation standpoint," he says, "and it does great things for sales."

The Kroger Co., third largest supermarket chain in the country, is another advertiser who uses and endorses color advertising on a local level. Kroger does a total of 12 color commercials per week on a year round basis in the Cincinnati, Columbus, Dayton areas. Roy W. Godley, advertising vice president of the company, explains why Kroger is so color attuned.

"We believe color tv enhances the visual appeal of our products," he says.

Cincinnati Color City ▪ It's on the local level, and especially in Cincinnati —perhaps the best color city in the country, with an estimated 5% average of color receiver households (the national average is about 2%)—that the color advertising picture is brightest.

WLWT (TV), a primary NBC affiliate, broadcasts more than 20 hours of local color programming weekly and 31 hours of NBC-TV color programming per week, for a total of more than 51 hours of color weekly, done on a regular schedule. More than 75% of the station's commercials are in color.

One possible explanation for this is that many of the color commercials are done live, which would negate any added costs, since no station, including NBC-TV, is known to charge extra for commercial color time. It's usually agreed that the extra money that national advertisers pay out for their color commercials is the single most important reason why more color commercials aren't being used.

A check of leading commercial production houses in New York showed that most firms' color commercials cost between 20-30%, or one-third, more than black-and-white commercials. The reasons for the added costs:

- Wardrobes and sets have to be color corrected.
- Lighting is more critical and more of it is needed.
- Film and tape editing is slower and more difficult.
- It's a more difficult and a longer process to make film rushes and prints.
- Color film stock is more expensive.
- Studio rates will probably increase.

But a majority of the commercial producers did not think that the one-third higher costs was significant if color fitted an advertiser's product and market needs.

"If a big advertiser thinks he needs color, he's not going to let the extra cost stop him," one producer commented. Another expressed the belief that if color tv commercials are ever going to move, "now's the time for it."

And indeed the time does seem propitious for such a move. For undoubtedly 1961 has been a good year for color. Among other achievements, the color receiver field has more than doubled since the first of the year, with 12 manufacturers now vying for a trade that attracted the competition of only five companies last year (see story, this page). With more color receivers on the markets, color sales are said to be better than ever before. The industry outlook for 1961 is for a 50,000 set increase over the estimated 150,000 color sets sold last year. Reliable estimates put the current U. S. total of color sets in use at about 700,000, thus making color's first milestone of one million color-set households reachable sometime before the end of next year.

The sets are beginning to sell, and the marketing information is starting to trickle in. All the ingredients for a substantial color upsurge look to be present. The rest, it appears, is strictly up to the advertiser.

Dozen firms now make color receivers

FIVE OTHER SET MANUFACTURERS QUICKLY FOLLOWED ZENITH LEAD

Zenith's entrance into the color tv market was the big news in the electronic home entertainment industry this year. It propagated interest, excitement and hope. For Zenith is generally conceded to be one of the nation's top tv set manufacturers, and reaction to its move can be compared to the clamor the New York Yankees would cause with a decision to field a soccer team: namely, there must be money and a future in this game if the champs are getting involved.

Even RCA applauded the move. It has been bearing the burden of promoting and selling color, at a reported cost of $130 million, for the past seven years. Now it had a potent ally, in a generic sense, by its side.

Others Join Rush ▪ Zenith's action, announced earlier in the year (BROADCASTING, Feb. 27), started an almost immediate land rush by other set manufacturers into the now-suddenly-grown-attractive color marketing area. By the time the dust had cleared, five more set producers had staked claims to the color market.

Currently a total of 12 tv receiver manufacturers are, or will soon be, represented on dealer's floors with color models. Six of the manufacturers are hold-overs from previous years. Besides RCA they are: Emerson Radio & Phonograph Corp.; Olympic Radio & Television Corp., a division of The Siegler Corp.; Admiral Corp.; Packard Bell Electronics Corp.; and Magnavox Corp.

Entries ▪ In addition to Zenith this year's new entries include General Electric Co.; Philco Corp.; Warwick Manufacturing Corp., a subsidiary of Sears, Roebuck & Co.; Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp.; and Delmonico International, a division of Thompson Starrett Co. GE, Sylvania, Philco and Warwick are making return appearances in the color picture after having faded out earlier because of unsuccessful sales experiences.

Only two major tv set manufacturers —Westinghouse and Motorola—are missing from the present color lineup. Westinghouse manufactured and sold color receivers from 1956-1958, but dropped color production because it proved unprofitable. The manufacturer now feels color doesn't represent an important facet of the tv receiver business and it won't for at least another several years. Westinghouse indicates it won't re-enter the field until a lower cost, more reliable, easier-to-operate color receiver is built.

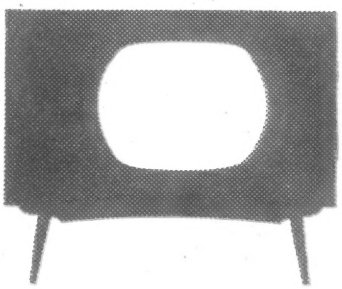
Shorter Tube ▪ Motorola, which steadily has maintained it will shun color until somebody comes up with an "advanced design" set, may be only a year or two away from joining the color competition. Tired of waiting for a technological breakthrough, the manufacturer, this past summer, showed the prototype of a 23-inch, 90-degree rectangular color picture tube it had developed for mass production (BROADCASTING, July 31). Several months

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation



Call your WLW Representative . . . you'll be glad you did!
the dynamic Crosley Stations

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

W L W Radio

Crosley Broadcasting Corporation

after it was introduced, the new tube, which is said to be shorter and less bulky than the color tubes now being marketed, is still in an undeveloped stage. Motorola, claiming that it's not in the tube manufacture business, put the pattern for the new design up for grabs. So far the offer has received no takers, but Motorola is confident that before too long the tube will be commercially produced and marketed in its receivers.

The search for a new color tube design has dominated the research of electronic technicians almost since the first color set was produced. For its the three-electron "gun" shadow mask color tube—the only one now being mass produced—that is the most expensive component part of present-day color sets. Production of a less costly tube, followed by a reduction in the price of the set, equals a retail sales stampede—that's the equation that has been teasing manufacturers for years.

Last June, Paramount Pictures Corp. demonstrated a single-gun chromatic color tube, which it is said could reduce the retail price of color sets by 25%. But the company has been heralding the revolutionary single-gun concept for several years, and it's still not ready for production. Nor has it yet found a willing manufacturer.

RCA Tubes ▪ Currently RCA, which pioneered the compatible color system and was the first to mass produce color sets in 1954, supplies all color picture tubes and does about 95% of the total color business. Last year, it's believed that approximately 150,000 color sets were sold.

RCA says that color has already become a $100-million industry and its president, John L. Burns, predicts that by 1962 color business will double its volume and reach a $200-million status. This is small potatoes to Mr. Burns' 10-year color prediction: A $4.3 billion industry by 1970.

Prices ▪ But high receiver prices, lack of three-network color programming, and insufficient advertiser interest, probably in that order, are impeding color's immediate take-off into Mr. Burns' spectacular U. S. mint-green yonder.

List price for sets now range from Warwick Manufacturing's $459 model to RCA's multi-combination $1,500 set. The majority of the color receivers are priced at the $700-$750 level with the mark-up for dealers on most sets about 50% of the suggested retail list price.

With the ponderous color console hardly qualifying as a fine piece of furniture, and with its price tag roughly twice as much as that for a comparable black-and-white model, it's small wonder that color has not yet reached its promised land.

Bugs & Relatives ▪ Adding to the color manufacturers' woes, is a general public suspicion of color set reliability. In the early days of color, set users continually moaned that their sets had more bugs than an army mattress, and that servicemen were visiting them more regularly than some relatives. And because there were few mechanics around who had the necessary knowledge and equipment to handle color receivers, service calls were prohibitively expensive. But today, thanks to some technical refinements, there is sufficient evidence to indicate that most color sets are performing with a reasonable amount of reliability. The majority of service calls seem to be limited to manual picture adjustments.

Service charges for color sets, however, are still more expensive than the same services provided the black-and-white receiver. Color-educated servicemen are not in abundance, and most manufacturers are busily teaching their authorized dealers color's intricacies.

Warranty ▪ All manufacturers offer a 90-day warranty on all parts and service and do not charge extra for installation. RCA, through its service company division, also offers a nine-month extension at a cost of $44.95 for complete coverage, and $24.95 preferred rate, with a $5.95 service charge added for each call. If an RCA set owner wants to renew his contract for another year after the first one, the rates jump to $119.50 for complete coverage, and $79.50 and $5.95 per service call on the preferred rate plan. Zenith, through its authorized dealers, offers similar plans. RCA Service Co.'s most expensive black-and-white service contracts—for the RCA 24-inch model—run about $10 more than color contracts for the first year, and $30-$35 more on second year renewals. Add to these extra costs the $50-$75 charge for the special color antenna that is sometimes needed—perfect reception on a color set is critical—and it's easy to see how color set purchases fall into super-luxury classification.

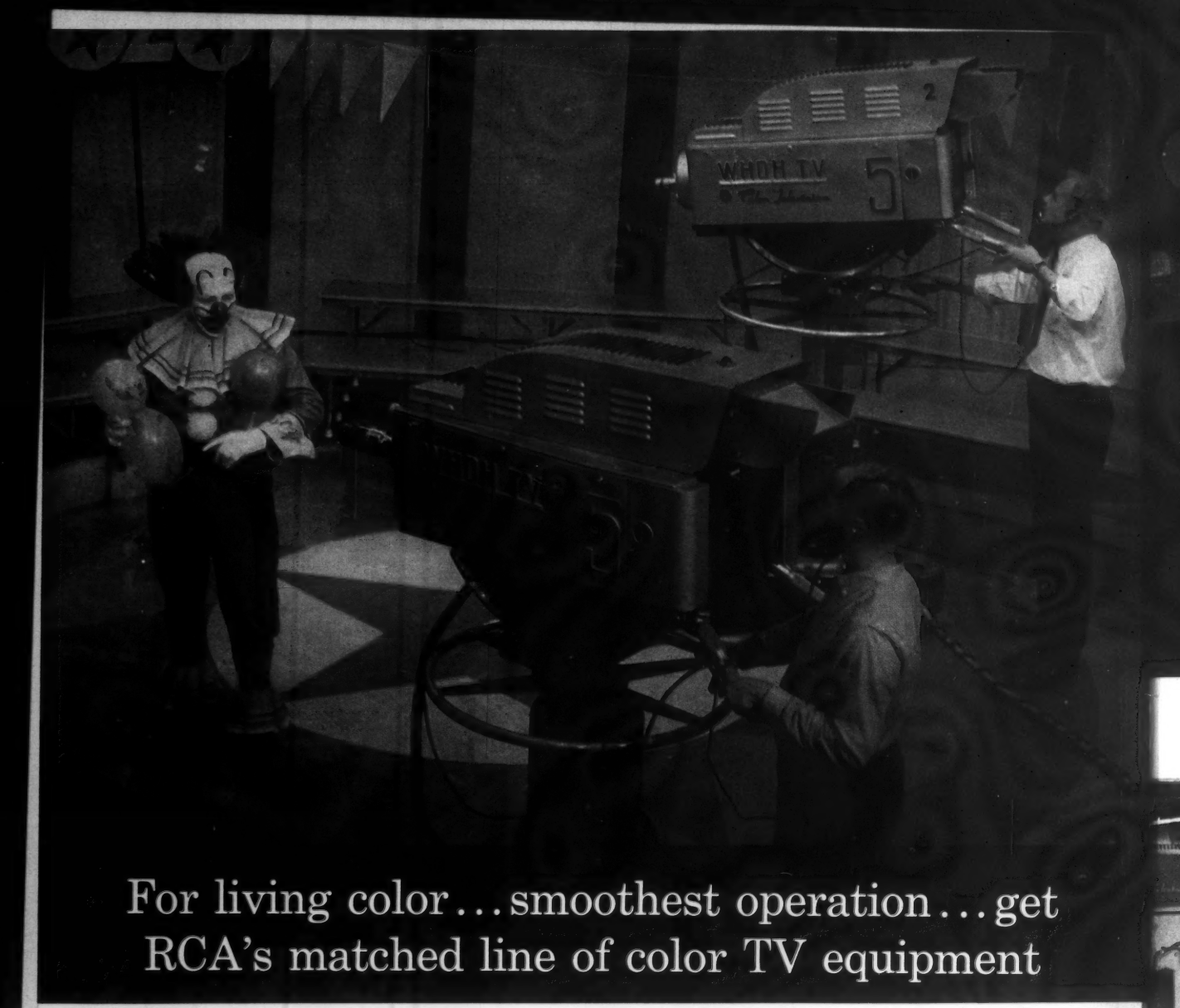
With the cost factor still making itself very much felt, most manufacturers are still not completely sold on color, and consequently are reluctant to do anything more to promote the sets than

Thompson-Starrett's Delmonico Division is offering a color tv combination for $595, which they believe is $400 to $600 under a comparable unit. Set includes 21-inch color tube, hi-fi stereo, 11-tube am-fm, fm multiplex-ready radio and four-speed automatic record changer. It has four speakers. The major part of the hand-wired chassis is the product of the Victor Co., Japan.

Broadcasters, TV Tape Services, Producers of Tape Commercials and Programs gain a big, new dimension in color

TAPE SERVICES—Reeves Studio in New York uses RCA Color TV Tape Recorders in its elaborately equipped tape plant. Reeves is also equipped with RCA Color Camera and Color TV Film System to put inserts in Color Tape.

. . . using Color TV Systems designed by RCA



For living color... smoothest operation... get RCA's matched line of color TV equipment

It's good business to use equipment that is matched, both electrically and mechanically, to work together as a system. Color Studio Cameras, Tape Recorders, Film Cameras, Monitors, Switching, and Special Effects—plus Color Mobile Units—are work-together teammates for finest color performance.

RCA Color equipment is designed for incorporation into a completely matched package. You get everything you need from one reliable source of supply. RCA Color Systems are smooth in operation, use common tube types and standard parts. They follow regular broadcast practices for installation, operation, and maintenance.

From RCA you obtain equipment that is without equal in the television industry. And you have at your command the engineering and planning counsel of RCA experts in your area . . . When you think of color, think of the Matched Color Package made by RCA. And you can't beat the kind of service that only RCA can offer.

RCA COLOR STUDIO CAMERA
Improved color camera with new precision yoke and prism optics . . . superb resolving power and clear, precise registration of "living" colors.

RCA COLOR TV TAPE RECORDER
Provides the freshness and sparkle of living color, with built-in improvements for superior color quality.

RCA 3-VIDICON FILM SYSTEM
Designed for top quality in film and slides . . . performance sets the standard for the industry.

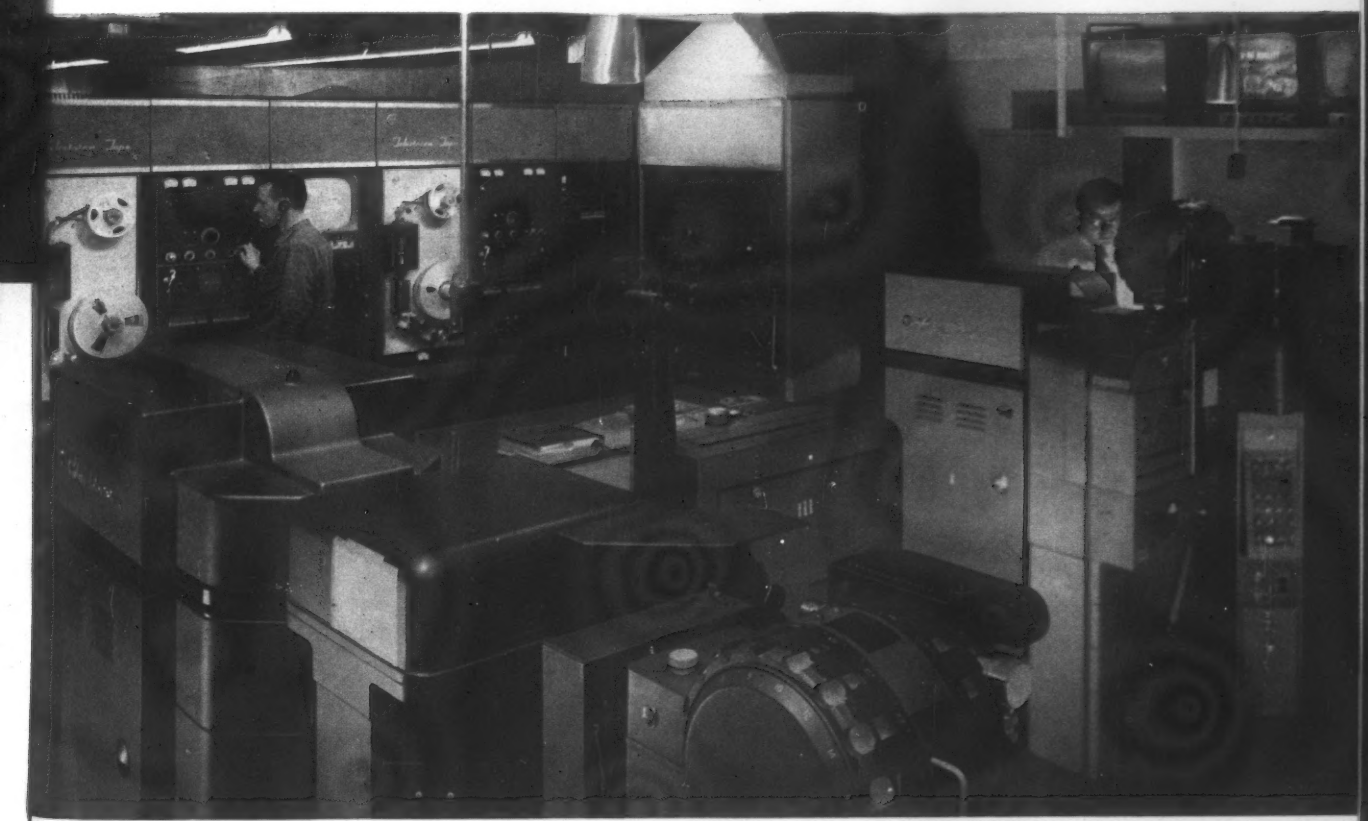
RCA SWITCHING AND SPECIAL EFFECTS
RCA color-engineered switching and special effects equipment imparts peak flexibility to programs.

RCA COLOR MONITOR
Professional quality color monitor produces sparkling color pictures . . . serves as reference standard for evaluating picture quality.

ALSO, AUDIO, MICROWAVE, TRANSMITTERS AND ANTENNAS OF PROVEN RCA QUALITY

COMPLETE COLOR EQUIPMENT PACKAGE—
MADE BY RCA FOR FINEST COLOR PERFORMANCE

ALL COLOR STATION—WHDH-TV, Boston, has RCA equipment throughout its modern plant, from color cameras and master control to color tape recorders and 3-vidicon color film chains.



Glenn Armistead Color Mobile Unit

RCA Color TV goes on location

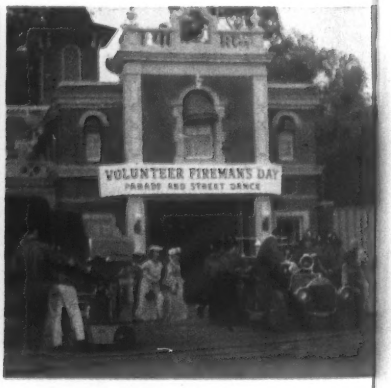
...getting the unusual in pictures in living color.

RCA Mobile Equipment is custom-designed for the job. Complete color studios on wheels, these units bring studio convenience to "on-location" programs and commercials.

Red Skelton Studios Color Mobile Unit

See your RCA Representative for the complete color package. Or write to RCA Broadcast and Television Equipment, Building 15-1, Camden, N. J.

On Location With Glenn Armistead



On Location With Red Skelton

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

go through a few advertising motions. It's generally agreed the majority of manufacturers has produced color sets solely to be represented on dealers' floors. If color begins to move, they want to be in a position to move with it, and Zenith's plunge seemed to indicate there was no time for delay. Manufacturers also were being embarrassed by customer and dealer inquiries about color. It has become a prestige factor for them to produce a color set. But other than RCA, none of the manufacturers seems ready to do anything but minimal advertising—particularly where radio and tv is concerned—for their color lines.

The Sets ▪ Here is a product breakdown on 1962 color sets now being offered:

▪ **RCA:** RCA shows 14 new color models ranging $495-$1,500 in price. Among other things, sets feature "master-off" remote controls on eight models, a "brighter-than-ever, high-fidelity" color tube, a "new vista" tuner, and a new "reflection-proof" safety glass screen.

To get its color messages across to the public, RCA, now that so many competitors are in the market, for the first time is promoting its own role as a manufacturer, rather than extolling the generic glories of color. It's believed that the company is spending about $5 million to advertise its color sets this year, with the biggest single chunk tied up with the Walt Disney tv program (on NBC-TV) and with its print campaign.

Shortage of color sets?

Failure of the retailer-distributor-manufacturer triangle to estimate correctly the popular demand for color sets may result in a marked shortage of receivers if the buying trend continues. RCA, the major manufacturer of color, is now shipping sets the minute they are off the line, and are unable to promise immediate delivery of certain less-expensive color models. In an interview, Raymond W. Saxon, marketing vice president of RCA Sales Corp., said that "this is a case where obviously everybody underestimated the market," and that RCA has been caught in the position of not having enough merchandise. This is despite the fact that this year there are 12 makers of color receivers in the market compared to three or four in previous seasons.

▪ **Zenith Radio Corp:** Zenith has 10 different color tv models ranging in price from $730 for a "lo-boy" console model, to $1,090 for a French Provincial decorator set. The manufacturer claims "numerous advances" that add "brilliance and precision" to reception: among these are "color demodulator circuitry," "fringe lock" circuit, and "push-pull color level control."

The Zenith color line was on dealers floors by Oct. 15, and is expected to become available to the public for the first time this week. A New York spokesman for the Chicago company said the color sets will get "very little promotion" this year. "We're backordered to dealers to the end of December," he explained, "and every set we've made is sold." He did indicate, however, that color will be given a considerably stronger advertising push next year.

▪ **Admiral Corp.:** Its color line consists of four models in a choice of several finishes. Suggested list prices range from $595 for a consolette, to $845 for a wireless remote control lowboy model. Color line features include "automatic gain control," new turret tuner and an amplifier tube that is said to "increase sensitivity." No special broadcast budget has been set up to promote the color sets apart from mentions on the manufacturer's regular participations on NBC-TV's *The Price Is Right,* and *It Could Be You.*

▪ **General Electric Co.:** There are eight color receivers in GE's 1962 line ranging in price from about $595 to $775. The sets feature a color balance stabilizer, which the manufacturer says "successfully overcomes" the problem of color changes in relation to picture brightness. Because it does not believe that color as yet occupies a strong position in the tv set market, GE plans no special promotions for its color line.

▪ **Delmonico International:** Its first color receiver was previewed last week. Retail sale of the set, which combines color tv, am-fm multiplex radio, and stereo hi-fi, is expected to start in late November. Priced at $595, which the manufacturer claims is $400-$600 under comparable set prices, the Delmonico color tv combination has a hand-wired chasis made for it by the Victor Co. of Japan. The company has not as yet revealed its advertising plans.

▪ **Magnavox:** Two models are offered, both consoles, one selling for $699.90, and the other costing $745. Receiver features include "beautiful furniture" styling, and simplified controls. The manufacturer, while "extremely optimistic" about color's future, is not stressing color promotion in its advertising. There has been a color set in the line since 1955.

▪ **Olympic:** There are three models in the Olympic new color line. They sell on a retail level for $675, $695 and $995, respectively. The most expensive model is an "all-in-one dual channel" color combination that includes am-fm simulcast radio, four-speed stereo phonograph, dual amplifiers, and dual sound systems. The company is not singling out color in any of its advertising.

▪ **Packard-Bell:** Like RCA, they have been turning out color sets since 1954. Its 1962 color line, three sets in all, starts at $695 for a consolette and goes up to $995 for a lowboy console. Packard-Bell, which distributes throughout 13 Western states, is advertising its color line in newspapers and radio on a co-op basis with dealers. The company is using tv on a test basis in Dallas and Amarillo.

▪ **Philco:** Plans to merge soon with Ford Motor Co., introduced three color tv receivers this summer. They carry suggested retail prices of $595, $695, and $750, respectively. All models feature a new "high-brightness" color tube. Philco does not plan any special advertising campaign in connection with its new line of color sets.

▪ **Sylvania:** This year Sylvania introduced its first color receiver since 1956. The set is a console model with Scandinavian styling available in only one finish at a suggested list price of $825. The set is getting only minimal promotion.

▪ **Emerson Radio & Phonograph:** In the color tv business right from the start, Emerson dropped out about two years ago because of diminishing profits. The manufacturer re-entered the field last year and currently is marketing two color models, one each under its DuMont Emerson and Emerson Radio marketing divisions. The Emerson model, priced at $750, is a 21-inch console in a traditional cabinet. The DuMont division, which specializes in "fine" furniture, sells for $795 and comes in three different cabinets. A spokesman for the parent company said "We're not pushing the sets, they're doing fine on their own."

▪ **Warwick Mfg. Corp.:** This Sears, Roebuck & Co. subsidiary is marketing three 21-inch color models under the Silvertone label in 100 of the approximate 740 Sears department stores across the country. The models range in price from $459 to $549. Advertising for the color line is strictly point-of-purchase at this time.

▪ At least two Japanese manufacturers—Tokyo Shibaura Electric Co. (Toshiba) and Hitachi Ltd.—are active in the color receiver field. Both have produced a 14-inch color set. Toshiba plans to market the small-screen receiver, which it says will be offered "at a price substantially lower" than present color sets, in Japan early next spring.

Color is dealers' gold at rainbow's end

MULTICHROME BUSINESS BETTER BUT NOT AS BRIGHT AS FUTURE HOPES

A bull market in their future: that's what a majority of color television set dealers see. Their diagnosis for this year's business: firm, up about 10% over last year, and coming strong.

A check of some of the leading color receiver dealers across the country finds most of them convinced that their future is in a large way tied up with the future of color, and that someday color will add a dynamic new dimension to their income-making. For the present, however, they report that color is receiving a steadily improving, rather than an overwhelming, consumer response.

High-Income Item ▪ Stores in upper-middle and upper-income neighborhoods, particularly in the suburbs, report considerably higher sales figures than their counterparts in middle and low income areas. The reason appears to be elementary: the more well-to-do households have multiple everything—from dishwashers to erector sets. Rather than get a third or fourth black-and-white set, they are buying their first color set.

Without exception the dealers mentioned price as the chief—some said the only—reason more sets aren't being sold. "When the price of color models is low enough to meet the budget of the average man, then we'll see some chain-reaction buying," a dealer in Manhattan predicted.

More Sets Spur ▪ All the dealers are hoping that the addition this year of five manufacturers to the color picture, making a total of 12 companies which are now making multichrome receivers, will prove a sharp spur to consumer interest (see story, page 68). The immediate outlook is that color set sales in 1961 are sure to top the estimated 150,000 sets sold in 1960, by about 50,000 sets.

The dealers need the business, for there is strong evidence that the black-and-white sales have just about reached their saturation point. This is widely feared in the industry despite an optimistic report by the Electronic Industries Assn. which says that some 200,000 more tv sets of all kinds will be sold this year than in 1960 when set sales reached slightly more than 6 million. But dealers feel that the black-and-white receiver business is living on borrowed time in a shrinking market.

The initial installation black-and-white market is almost completely mined. It's reliably estimated that more than 46 million, or about 90%, of all U. S. homes have at least one tv set. Receiver dealers are now mostly selling to the replacement and multiple-set markets. The replacement market, however, may be able to wag a tail, but it can't move a sleeping dog industry all by itself. The multiple set market, which received its greatest impetus when General Electric introduced a $99.95 portable receiver in 1955, also offers dubious salvation: it's one of increasingly harder sell and diminishing profit ratio for the dealer. Color sets, on the other hand, with their high price tags and high mark-ups, represent a market of infinitely more lucrative possibilities for tv-set dealers.

Buying Inducements ▪ For the most part dealers in the past, aware that in color lies their destiny, have kept the color set minimum list price inviolate. But since the start of the current fall season, an increasing number of dealers are offering trade-ins on black-and-white sets, outright discounts, free service premiums, and other miscellaneous sales gimmicks. The general feeling among dealers is that with more manufacturers in the field, the competition is entering the cut-throat stage, and it's time to separate the salesmen from the order takers.

Even Bruno-New York, RCA's distributor arm, has been running a limited-time promotion which offers a $95 discount on the lowest-price RCA color table model, list priced at $495. Bruno's promotion says the offer is good only with an "acceptable trade," but consumers in the New York area are being told by some dealers, "keep your black-and-white set, we'll let you have the color model for $399.95 anyway."

Yet the dealers still welcome the promotion because they are doing very little color set promotion on their own. Some are featuring color sets in their windows and on their showroom floors. Others have scheduled regular in-store demonstrations in conjunction with NBC's colorcasts. Only a few are headlining color in their advertising campaigns, and what color expenditure there is, is going almost exclusively to the print media.

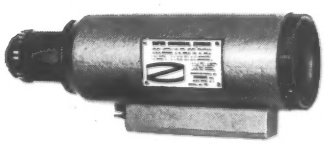
RCA-NBC Carry Ball ▪ Mostly, color dealers are letting RCA and its NBC subsidiary carry the promotional ball. With Walt Disney as its personal color tv spokesman, RCA is putting on what is probably its most concentrated and extensive promotion push. *Walt Disney's Wonderful World of Color* program (NBC-TV, Sun., 7:30-8:30 p.m.), which RCA sponsors on an alternate basis with Eastman Kodak, has been the dealer's best sales aid to date, because most of them are convinced set sales and color programming are in direct relationship. The dealers point to NBC-TV's *Bonanza* (Sun., 9-10 p.m.) as another of their favorite programs, because with its large outdoor scenic shots it allows them to show off most demonstrably the virtues of color. The recent World Series also provided a shot-in-the-arm for color sales across the country, and especially in the Midwest. Still another programming feautre that reportedly has helped color set sales is NBC's *Saturday Night at the Movies* (9-11 p.m.), a program

Color is the natural television medium for Breck's established trademark of pastel-tinted portraits of beautiful women. The mother and daughter scene above is for one of the commercials promoting Breck Hair Set Mist. Reach, McClinton Inc. is the agency.

Sylvester Pat Weaver
Vice President, McCann-Erickson
President, McCann-Erickson International

"TV *without* ZOOMAR *is art without color"*

Pat



SUPER UNIVERSAL
ZOOM RANGE 2½ TO 72 INCHES
ZOOM RATIO 6:1
THREE CONVERTORS
SPEED: F 3.9

SUPER STUDIO
ZOOM RANGE 2¼ TO 7¼ INCHES
CONVERTOR 5 TO 16 INCHES
ZOOM RATIO 3½:1
SPEED: F 2.7

Step Up Local Live and Tape Production With a Super Studio or Super Universal Zoomar Lens.

New Optics and coatings specially designed for color make monochrome pictures sharper than ever. Over 600 ZOOMARS in use by all three networks and most independents. Five more SUPER UNIVERSALS recently purchased by NBC. Let us demonstrate on your cameras without obligation.

JACK A. PEGLER • BILL PEGLER

television ZOOMAR company

BRyant 9-5835 Cable PEGTELZOOM

500 Fifth Avenue—Suite 2223—New York 36, New York

Color tv adds realism to the National Federation of Coffee Growers of Colombia's selling message. Federation stresses that only ripe red coffee beans are used in Colombian coffee. This is graphically illustrated in film clip taken from a 60-second color spot the advertiser is currently showing in six markets. Typical coffee worker Juan Valdez is shown picking only the ripest of the beans against the lush, semi-tropical vegetation of Colombia.

of first-time-on-tv post-1950 prestige films, most of them in color.

On the direct sales pitch level, RCA scheduled three "color nights" (one has already been held) on NBC-TV as part of its regular scheduled sales promotion campaign. The special "nights" are slated to coincide with the peak periods of the fall retail selling season and are being promoted as a means of encouraging color tv dealers to offer in-store demonstrations of their color stock. Most important to dealers however, is the continued policy of increased color programming practiced by NBC and stations on a local level.

Programs Help ▪ "The more color programming, the better chance I have to sell sets," a spokesman for Starling's, an RCA dealer in Brooklyn, said this month. The store representative also reported that his color business was up about 10% over 1960, but explained that business last year "wasn't that hot." Most of the store's business someday will be in color sets, he said, but he felt it wouldn't happen suddenly.

An official of Newmark & Lewis, a dealer with two stores in Cedarhurst and Freeport, L. I., New York, said that color sets are selling "better, much better" than last year. Singling out the three-month period from July to September, the dealer said his color sales have increased about 75% this year over a like period in 1960 in the Cedarhurst store, and about 50% in the other store.

A spokesman for Nicholson's, a Los Angeles dealer, said his store started carrying color sets for the first time this summer. In the first month, the spokesman estimated that Nicholson's sold about 14 sets. The store keeps a color model in its window and another on its floor, and also promotes the line with a weekly Sunday newspaper ad.

Sell in Hollywood ▪ The Hollywood branch of Sears, Roebuck & Co., which markets a set under the Silvertone label, reports that color sets are selling "real fine." Aside from a floor model, the store currently doesn't do any advertising for its color set. It plans, however, to start a small newspaper campaign in November.

The appliance manager of Barker Bros., another West Coast store, said that so far this year, sales have been running about the same as in 1960. He claims the sets are too expensive—"out of reach of the average pocketbook."

Victor Jencaro, sales manager of Wallich's Music City, Los Angeles, also reported no color sales increase so far this year. He feels that color transmissions should be improved. He believes that natural colors don't come across truly, but cites the Walt Disney show as a perfect example of good color programming that also performs a solid promotional job.

Ohio Sales Good ▪ The most encouraging dealer report by far comes from Earl Bracken, vice president and general manager of Ohio Appliances, RCA distributor for Southern Ohio. Mr. Bracken claims that RCA dealers in the area sold 1,000 color tv receivers in a two-week period—Sep. 27 and Oct. 10—commencing the week before the recent World Series and ending the Tuesday after the last game. The sales figure seems staggering, but Mr. Bracken insists they represent "bona fide retail sales," and he says that the Cincinnati Reds' participation in the series —for the first time in 21 years—is not the entire answer. The great increase in the number of color hours offered on both network and local stations has caused such a great consumer demand, Mr. Bracken explains, that his dealers are having difficulty satisfying it. Cincinnati is generally conceded to be the hottest color market in the country.

The store manager of Heins & Bolet, New York, flatly says that "color is doing no business." Referring to the Bruno-New York trade-in promotion, he said "I'm selling the RCA table model for $399.95—trade-in, or no trade-in, but I'm not getting many takers. Asked if he thought RCA was doing an effective promotion job, he replied, "Better they stop spending so much money for promotion and lower the price of the set instead."

Gimbel Sales Up ▪ Among other key New York stores, Gimbels reported sales "significantly better" than last year, Abraham & Strauss said color sales were up about 20%, Macy's claimed a "definite color pickup" over last year, and Klein's said that color sales for the first three quarters of this year had already surpassed total color sales for all of 1960.

In Washington a check of Woodward and Lothrop, Kanns and Georges came up with the consensus that while color sets are selling from 35 to 40% faster than a year ago they are still not an important part of the gross sales for appliance departments in any of the stores.

One sales executive, who declined to be identified, remarked that his store expected color to be the most important part of their television business in five years, all of it in ten.

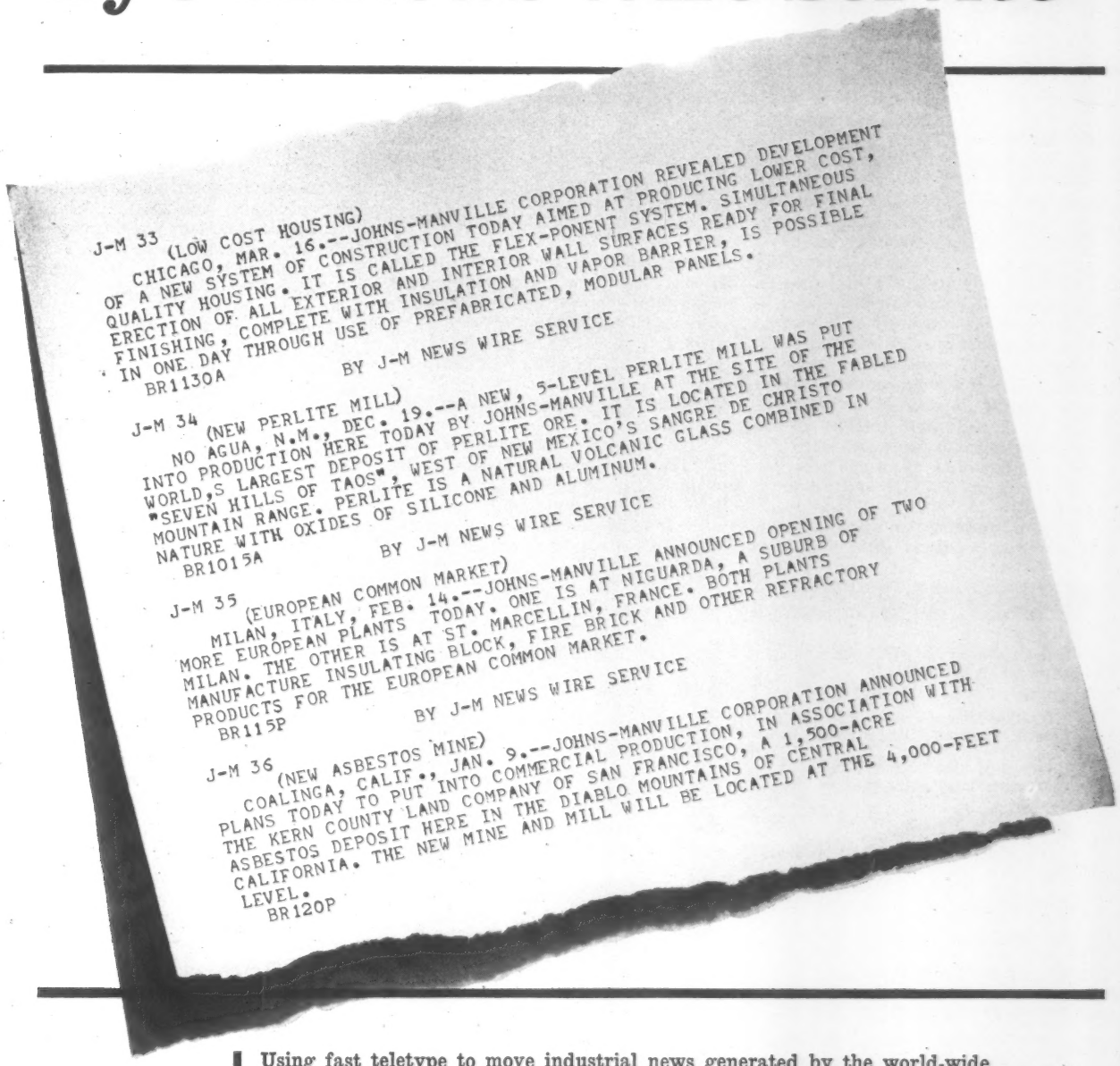
There have been more inquiries about color in recent months in Washington stores than ever before and dealers in suburban communities have reported more sales than downtown stores. This follows the pattern followed in other metropolitan markets.

Stores here are not actively promoting color sets and few show more than two or three lines of multichrome receivers. Several dealers expect to stock more lines as they come on the market.

While customers still repeat the old comments about high price and limited color programming they talk more seriously about buying. Many who have seen color in the past are impressed by improvemetns.

A spokesman for Georges pointed out that the big bulk of color sets is one of their principal drawbacks since people living in apartments often have to conserve space and settle for a smaller black-and-white portable or table model. He believes that price is a secondary consideration with most of his customers.

By J-M News Wire Service*



J-M 33 (LOW COST HOUSING)

CHICAGO, MAR. 16.--JOHNS-MANVILLE CORPORATION REVEALED DEVELOPMENT OF A NEW SYSTEM OF CONSTRUCTION TODAY AIMED AT PRODUCING LOWER COST, QUALITY HOUSING. IT IS CALLED THE FLEX-PONENT SYSTEM. SIMULTANEOUS ERECTION OF ALL EXTERIOR AND INTERIOR WALL SURFACES READY FOR FINAL FINISHING, COMPLETE WITH INSULATION AND VAPOR BARRIER, IS POSSIBLE IN ONE DAY THROUGH USE OF PREFABRICATED, MODULAR PANELS.

BR1130A BY J-M NEWS WIRE SERVICE

J-M 34 (NEW PERLITE MILL)

NO AGUA, N.M., DEC. 19.--A NEW, 5-LEVEL PERLITE MILL WAS PUT INTO PRODUCTION HERE TODAY BY JOHNS-MANVILLE AT THE SITE OF THE WORLD'S LARGEST DEPOSIT OF PERLITE ORE. IT IS LOCATED IN THE FABLED "SEVEN HILLS OF TAOS", WEST OF NEW MEXICO'S SANGRE DE CHRISTO MOUNTAIN RANGE. PERLITE IS A NATURAL VOLCANIC GLASS COMBINED IN NATURE WITH OXIDES OF SILICONE AND ALUMINUM.

BR1015A BY J-M NEWS WIRE SERVICE

J-M 35 (EUROPEAN COMMON MARKET)

MILAN, ITALY, FEB. 14.--JOHNS-MANVILLE ANNOUNCED OPENING OF TWO MORE EUROPEAN PLANTS TODAY. ONE IS AT NIGUARDA, A SUBURB OF MILAN. THE OTHER IS AT ST. MARCELLIN, FRANCE. BOTH PLANTS MANUFACTURE INSULATING BLOCK, FIRE BRICK AND OTHER REFRACTORY PRODUCTS FOR THE EUROPEAN COMMON MARKET.

BR115P BY J-M NEWS WIRE SERVICE

J-M 36 (NEW ASBESTOS MINE)

COALINGA, CALIF., JAN. 9.--JOHNS-MANVILLE CORPORATION ANNOUNCED PLANS TODAY TO PUT INTO COMMERCIAL PRODUCTION, IN ASSOCIATION WITH THE KERN COUNTY LAND COMPANY OF SAN FRANCISCO, A 1,500-ACRE ASBESTOS DEPOSIT HERE IN THE DIABLO MOUNTAINS OF CENTRAL CALIFORNIA. THE NEW MINE AND MILL WILL BE LOCATED AT THE 4,000-FEET LEVEL.

BR120P

* Using fast teletype to move industrial news generated by the world-wide Johns-Manville organization to 71 plant, mine and district sales locations throughout United States and Canada. This information is made available locally to 211 newspapers, 335 radio stations and 113 TV station news bureaus.

Johns-Manville Public Relations Department

22 East 40th Street, New York 16, N.Y.

Telephone: LExington 2-7600

TAPE SPEEDS CHEVY SPOTS

Color commercials on new cars rushed through in time to meet deadline for 'Bonanza' series

Chevrolet believes it set some kind of an industry record this fall getting its color commercials produced for the *Bonanza* show which started on NBC-TV Sept. 24 with a teaser commercial for the new models.

The key piece of equipment: The color video tape recorder. The key human factor: Close cooperation between the Campbell-Ewald agency production team and network crews.

Although 11 color film spots were produced early in the Everglades, on Broadway and around Detroit, the principal Chevrolet commercials did not go into production on tape until Aug. 27. A total of 15 were made, some in studios and others on location. These were for the *Bonanza* series. In addition, black and white versions of the same commercials were produced for use on Chevrolet's sponsorship of *My Three Sons* on ABC-TV and *Route 66* on CBS-TV.

"There is no question that color adds to the impact of the show and commercial," according to Willard Klose, vice president and director of broadcast creative activities for Campbell-Ewald. "Color makes all the difference between looking at the world through smoked glasses, or in the clear sunlight," he said.

"The sense of reality in a color commercial is much higher than that of a black-and-white commercial. The mind of the viewer may have to make unconscious adjustments from black and white to color, but this is a small hurdle compared with the value of what a color commercial has to say," Mr. Klose explained.

He said the use of tape permitted the agency to make a later start on the actual production of commercials than ever before.

The later start permitted the tv crews in California to film finished cars fresh off the Van Nuys assembly line. This avoided costly transcontinental shipment of hand-made models which had been used in previous years.

The security problem—to prevent unauthorized persons from seeing the new cars before announcement date (September 29)—also was made easier because less time was involved and the new cars had to be transported shorter distances, the C-E executive said.

Shooting of the tape began on the West Coast Aug. 27, and the tapes of the announcement spots were wrapped up for client approval Sept. 21. Teasers were approved Sept. 8. As each commercial was completed, it was flown to Detroit for showing to K. E. Staley, general sales manager, and other Chevrolet and agency officials.

The most interesting tape commercials, Mr. Klose felt, were those made in the mountain forests of southern California. In these the stars of *Bonanza* acted as salesmen for the cars.

Donald L. Miller, Campbell-Ewald radio-tv production supervisor, headed the crew of 25 people that went into the mountains 100 miles from Los Angeles for a day of shooting in the tall ponderosa pine country.

The agency team (consisting of Mr. Miller, Robert S. McTyre, radio-tv copy supervisor; Willard Hanes and Donald Frankman, of the agency's Hollywood office) got up at 2 a.m. to make preparations at the forest site before the stars arrived. "We had some hard luck," Mr. Miller said. "Previously the sun had shone every day for more than three weeks. But that day it was raining when we left Los Angeles—a seasonal phenomenon—and it was cloudy with showers on location. We had about 3½ hours of intermittent sunshine during the day, though, and we managed to tape two commercials."

One teaser commercial was filmed in New York under the supervision of A. J. (Pete) Miranda of agency's New York office and W. W. Boggess of the Detroit radio-tv creative department. One morning at 3 a.m. a Broadway spectacular sign was converted to Chevrolet's use. Cameras caught the blinking lights and showed a happy couple getting the message to wait for Chevrolet's announcement before buying.

Two other location films were made in the Florida Everglades and the Withlacoochee swamp. Produced by Miller and Ray Delman of the C-E staff, the pictures show the Corvair's sports-car-type performance in almost unbelievable feats, dashing over swampy grassland, fording streams and pulling out of the muck.

The taping operation at Hollywood, both in studios and on location, were "a most gratifying experience for everyone at NBC," according to John K. West, vice president in charge of NBC's west coast operation. "This is the largest single commercial video taping activity ever undertaken as a single entity," Mr. West said.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Oct. 30-31 Nov. 1-3, 6-8 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Oct. 30-31, Nov. 1-3, 6-8 (6:30-7 a.m.) **Continental Classroom,** American Government.

Oct. 30-31, Nov. 1-3, 6-8 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 30-31, Nov. 1-3, 6-8 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 30-31, Nov. 1-3, 6-8 (12:30-12:55 p.m.) **It Could Be You,** part.

Oct. 30-31, Nov. 1-3, 6-8 (2-2:30 p.m.) **Jan Murray Show,** part.

Oct. 30-31, Nov. 1-3, 6-8 (11:15 p.m.- 1 a.m.) **The Jack Paar Show,** part.

Oct. 30, Nov. 6 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Oct. 31, Nov. 7 (7:30-8:30 p.m.) **Laramie,** part.

Nov. 1 (6:45-7 p.m.) **The Huntley-Brinkley Report,** Texaco through Cunningham & Walsh, and R. J. Reynolds through William Esty.

Nov. 1 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty, National Biscuit through McCann-Erickson, and Ford through J Walter Thompson.

Nov. 1 (8:30-9 p.m.) **The Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Nov. 1, 8 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 1, 8 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Nov. 1, 8 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Nov. 2 (9:30-10 p.m.) **Hazel,** Ford through J. Walter Thompson.

Nov. 2 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Nov. 3 (9:30-10:30 p.m.) **The Dinah Shore Show,** American Dairy Assn. through Campbell-Mithum; S&H Green Stamps through Sullivan, Stauffer, Colwell & Bayles.

Nov. 4 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 4 (10-10:30 a.m) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 4 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 4 (4-5 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Nov. 4 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Nov. 4 (9-11 p.m.) **Saturday Night At The Movies,** part.

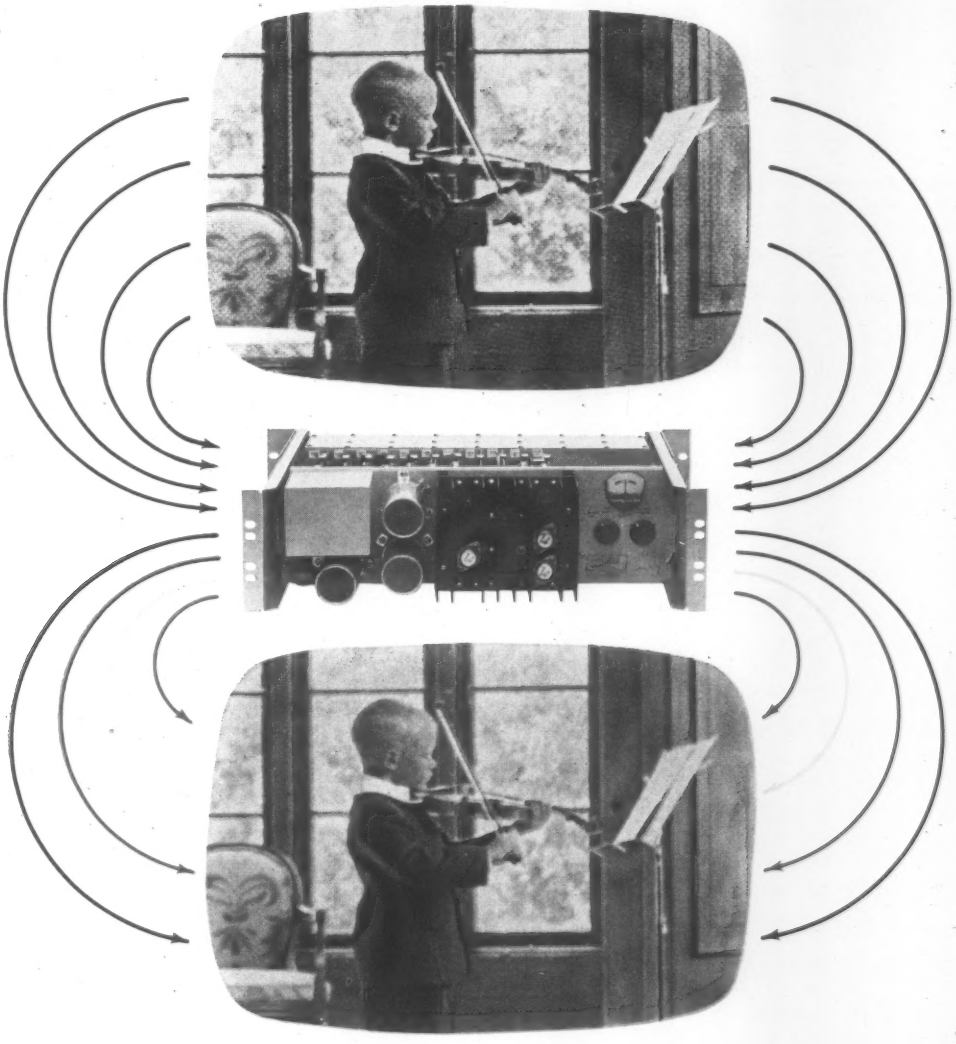
Nov. 5 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Nov. 5 (6-6:30 p.m.) **Meet the Press,** co-op.

Nov. 5 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Nov. 5 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Nov. 5 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.



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Color can add drama, interest to documentary programs

There's no grey area in answer to the question of whether or not color is an advantage in news programming. The pros and cons are as well-contrasted as are black and white, an interview in New York with Ted Yates, producer of *David Brinkley's Journal,* indicates. The weekly NBC series is produced in color and is new this season (Wednesday, 10:30-11 p.m.).

It's obvious, of course, that where a tv commentator sits before a microphone and talks news headlines, the addition of color most likely won't do much to heighten interest. The situation is much different when the color film, or live camera is used as a "tv pencil" in "depth" or documentary news reporting.

There's this immediate disadvantage of color for any tv producer: The more-than-usual concern about lighting when shooting in color (particularly non-studio, interior shooting).

As He Sees It ▪ These are some of the thoughts expressed by Mr. Yates:

Color is used to compliment a news story but it doesn't make sense to shoot for "color per se" in filming news. Color is most effective where there is no great contrast. Color can add excitement and realism to an ordinary discussion if the setting lends itself to the use of multichrome.

On the latter point—color adding to a discussion group—Mr. Yates cites the program's experience in filming a segment on organized crime for the Oct. 18 program. A sequence featured a discussion of U. S. Attorney General Robert Kennedy and his top "crime busters" in Mr. Kennedy's office. In this instance additional lights and crew were necessary (see picture), but color added substantially to the interest.

Why? The U. S. Attorney General's office in the Justice Dept. building in Washington, D. C., is huge and grandiose. The wood, furnishings and other appointments offer an asthetic richness heightened in color. A more dramatic backdrop to a knowledgeable and authoritative discussion could hardly be found.

Blood 'n' Color ▪ Peculiarly enough, color can increase impact in a news filming where it might be revolting in an entertainment program. In news it is real and color adds impact. But in fiction a scene showing blood; as an example, would shock the viewer unnecessarily.

Still in question: The value of color in a "candid" tv event. But who can determine how much more effective candid filming in color of say, a President Kennedy at work in the White House, can be compared to filming him in black-and-white?

How does color convey something in news interviews where black-and-white must fail? Answer: A person often shows his anger or embarrassment in a slow blush, which is easily picked up by the sensitive color camera.

Thus far, the *Journal* producers have found it satisfactory—particularly in certain scenes photographed at night—to film in black and white and then print the film on a tint. This has been used in a sequence dealing with Cocoa Beach, Fla., at night (primiere, Oct. 11), and again, the *Journal* has some exclusive black-and-white footage of scenes in Soviet Russia's backyard depicting civil defense measures there (scheduled to be seen Nov. 8). This film has been printed on tint, both for effect and for a look of color continuity.

Looks Staged ▪ It's difficult also to get away from the "curse of a staged quality" in color filming. Too much detail before a scene is shot may dampen the spontaneity of a given sequence, and arrangements there are many when preparing a sequence for color. This situation is being tackled—especially in shooting candid scenes—through refinements of "fast" color film that requires less light. But fast color film may bring up a problem of correct exposure, and often, a tendency toward too much grain or "snow."

Mr. Yates is most enthused with color's natural enrichment in establishing "mood." It's his experience, for example, in filming a scene showing people in a state of near starvation in a section of Lima, Peru, that the color naturally heightened, or established, the necessary "mood" for the viewer. In this area, he noted, color indeed can "make a difference" in filming a news story.

The Brinkley show can be likened to the "news feature" in magazines, and as such can use color in a similar way. An interesting feature use of color coming up: The Nov. 15 program that will include a segment on foreign commercials (all of which are in color, since most of them are seen in motion picture theatres). On Dec. 13 there's a feature on "Children's Art," which is considerably enhanced by the use of color.

The crew setting up for filming in color in the office of the U. S. Attorney General Robert Kennedy (background, at l) at the Justice Dept. in Washington. It takes men, equipment and lights—more than needed for a comparable black-and white newsfilming—to cover a news show in color. This was for an Oct. 18 segment on crime in the "David Brinkley's Journal" series on NBC-TV.

—Continued from page 62

Grand Rapids. There are 42 stockholders with Theodore J. Peters (8.214%) holding the major share. Mr. Peters owns an investment firm and 50% of a real estate firm.

Community Broadcasting Inc. has applied for ch. 13 Rochester and requested special temporary authority to operate on the channel pending the FCC's final decision. Community has over a dozen stockholders; Joseph W. Alaimo, an attorney, and F. Robert Greene, owner of an advertising agency, hold major shares (15.53% each).

Senate unit may rehash FCC New York hearing

Some of the testimony developed in the FCC hearing in New York earlier this month on advertisers' influence over the programs they sponsor (BROADCASTING, Oct. 9, 2) may become grist for the Senate Watchdog Subcommittee's mill.

Creekmore Fath, subcommittee counsel, said some of the views expressed at the hearing "come clearly within our interest."

The subcommittee was created in 1959 to watch the broadcast industry after the freedom given it by the liberalization of the equal-time section of the Communications Act.

A Watchdog hearing on sponsor influence, however, is still in the early talking stage, Mr. Fath said. Sen. Ralph Yarborough (D-Tex.), subcommittee chairman, is in Europe with his Army reserve unit and has not discussed the matter with the other members, Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.)

If a hearing is held, it will probably cover complaints to the Senate unit about broadcaster bias in election campaigns this fall. The group held a hearing last spring on alleged broadcaster bias during the 1960 campaigns.

Global cabinet post proposed by Brower

A new "department of world affairs" with a secretary post in the President's cabinet was proposed by Charles H. Brower, president and chairman of the executive committee of BBDO, in a talk before the annual meeting of Audit Bureau of Circulations in Chicago. He said critics who charge the U.S. can sell cornflakes but can't sell itself fail to realize advertising hasn't even been given the opportunity to try.

The proposed world affairs department would "drain from peoples' minds the poison of Soviet lies and tell them the truth about America."

FCC OKAYS WNTA-TV SALE TO ETV

But Gov. Meyner threatens to take court action

Educational interests received the FCC's blessing last week for the $6.2 million purchase of WNTA-TV (ch. 13) Newark-New York and immediately new protests came from New Jersey Gov. Robert Meyner.

Commission approval came on a 6-1 vote, with Commissioner John S. Cross dissenting in favor of a hearing. Gov. Meyner and other New Jersey civic and state officials bitterly denounced the proposed sale in seeking a hearing on the grounds consummation would take away the state's only vhf tv allocation. In dismissing the various pleadings, the FCC stated:

"We have carefully considered the contentions of New Jersey. We are convinced that they present no substantial or material issue of fact and that a grant of the application would serve the public interest, including the interest of the public in the northern New Jersey area."

Gov. Meyner immediately accused the FCC of being "biased" and announced plans to seek redress in the U. S. Court of Appeals in Washington. New Jersey, in fact, immediately asked the FCC informally for a stay but it was felt such a delay was not necessary. It also was reported that the parties involved, Educational Tv for the Metropolitan Area and National Telefilm Assoc. (WNTA-TV licensee), had agreed not to consummate the deal before the close of business tomorrow (Tuesday), at the earliest. The governor indicated his state could have an appeal ready by then.

ETMA is a nonprofit corporation headed by John C. White. After the educators take over, ch. 13 will go dark until early next year at which time it will return to the air as WMET (TV) with educational programs.

Commercial tv stations in New York are furnishing $2 million of the required purchase price — $500,000 from each of the three network stations (WABC-TV, WCBS-TV and WNBC-TV) with independents WOR-TV and WNEW-TV providing $250,000 each.

The public will be asked to contribute the annual operating costs—estimated at approximately $2 million—of WMET. It will be the first vhf etv in the New York metropolitan area.

Taken Aback ▪ In its decision last week, the FCC majority said that "we are frankly somewhat taken aback by the suggestion [of Gov. Meyner] that a full-time broadcast fare of educational, cultural and informational programs designed for enlightenment would not greatly promote the public interest." The commission noted that ETMA's programming was formulated after extensive discussions with educators, clergymen, agricultural experts, civic officials and others.

To the charge that approval of the WNTA-TV sale would be illegal, the FCC said that "on the basis of undisputed facts, there has been no reallocation of the channel . . ." from Newark to New York. Additionally, the commission said that commercial stations are to be commended rather than accused of antitrust violations for providing a portion of the purchase price.

"In sum then, the grant would result in bringing a new, specialized educational and cultural format to this

You have a responsibility...if

Notice to television stations whose signals cross the New Jersey state line: The FCC wants you to know that you have a responsibility in the public interest "to serve as an additional outlet for local expression for the many small communities . . ." located across the border.

And, the FCC so informed such stations last week in its approval of the sale of WNTA-TV Newark-New York (see story, this page). Since New Jersey has only one vhf channel (and the commission emphasized that while ch. 13's main studio would be located in New York it was still a New Jersey allocation), and no uhf's are operating in the state, the FCC said it was sending the WNTA-TV decision to other outlets in New York, Pennsylvania and Delaware who are viewed in New Jersey.

This was done, the commission said, "as notice that they have a duty to serve, to some extent, the local needs of their New Jersey viewing audience. . . . Our purpose is solely a prospective one: To insure that these stations know of their responsibilities in this regard and of the commission's intention to inquire, at time of renewal, whether and how these responsibilities have been met."

area, without in any way being in derogation of the local needs of Newark and its surrounding area," the commission stated.

Roughshod Ride ▪ Commissioner Cross said that he could not approve the transfer without a hearing in the face of the "considerable opposition" of the New Jersey officials. He emphasized that ch. 13 is the only New Jersey vhf while New York has 22.

He said the educational format of the buyers is a "strong recommendation indeed. However, under the circumstances presented here, even this is not sufficient in my opinion for the commission, acting on behalf of the federal government, to ride roughshod over the expressed opposition of the duly-elected state officials without giving them opportunity to be heard."

In a separate letter last week, the FCC dismissed a petition by present and former WNTA-TV employes asking that the sale not be approved until they had received NTA stock promised as a 1960 Christmas bonus. The commission pointed out that NTA has promised to make good as soon as required registration is made with the Securities & Exchange Commission.

The commission waived its rules to permit ETMA to locate its main studio in New York "where there is the greatest concentration of the area's educational and cultural resources." Etv ch. 13 also will be required to maintain a studio in New Jersey.

NTA announced last winter that it would sell WNTA-TV and immediately several commercial groups made bids—some well above the eventual selling price to ETMA. A short time later, the FCC invited inquiries on methods to provide an educational vhf station for New York and Los Angeles (BROADCASTING, April 3). This move effectively blocked the sale of WNTA-TV to commercial interests, according to spokesmen at the time, and paved the way for a successful bid by etv.

FCC sets mass hearings for microwave renewals

Mass hearings were ordered by the FCC last week for license renewals of some dozen-and-a-half microwave relay stations which are owned by catv companies and serve only those companies.

If the licensees wish to avert a hearing they were offered several alternatives by the commission: dismiss the request for renewal (and surrender use of the radio facilities); make efforts to obtain customers for the services of the point-to-point microwave service who are not in any way related with the licensee; consider seeking a license to operate the facilities as a private system in the Industrial Radio Services (instead of as a common carrier which must by law serve the public).

In a separate action, the FCC set for hearing renewal of four microwave licenses held by Collier Electric Co. to determine among other issues whether it has engaged in any discriminatory or unlawful practices relating to the operation of the stations (located in Colorado and Nebraska); whether it made misrepresentations to prospective customers concerning charges or service; as to the nature of its past business activities. KSTF (TV) Scottsbluff, Neb., and KFBC-TV Cheyenne, Wyo., which petitioned to deny the Collier applications were made parties to the hearing. Two weeks ago, the U. S. Court of Appeals upheld the FCC's initial grant to Collier (BROADCASTING, Oct. 23).

Further AMST volleys in deintermixture fight

Further efforts to block consideration of the FCC's proposals on deintermixture and vhf drop-ins were made by the Assn. of Maximum Service Telecasters last week. The group petitioned the FCC to provide more detailed information on its overall proceeding to foster the use of uhf channels and asked the commission to defer any action until certain events have transpired.

Requested were 15 items of information going into specifics of the FCC's intentions on allocation. AMST asked: a list of the uhf channels to be included in the pool from which applicants may draw; details of any proposals the FCC has in mind to revise current provisions for etv; a "statement of all engineering assumptions and parameters employed in any studies or analyses prepared or used by the commission or its staff in connection with, or as basis for, the commission's decision to invite comments on proposals" in the overall proceedings (to include 15 specific subtopics). AMST also asked the FCC what it proposes to do with vhf channels to be deleted from markets slated for deintermixture.

In a companion petition, AMST asked the FCC "at least" to defer all further procedural steps and consideration of its deintermixture and drop-in proposals until "at least six months after the date on which the last of the following shall have occurred." These events: Congress shall have considered and taken action on the FCC-inspired bill to require tv set manufacturers to make all receivers capable of tuning in uhf as well as vhf; Congress shall have completed its planned hearings on deintermixture and considered legislation; the FCC shall have complied with AMST's request for detailed information. Moreover, AMST said, the FCC should "in no event" take further affirmative action to effectuate its proposals until the results of the FCC's New York uhf experiment have been evaluated and made readily available to the public.

KWK hearing resumes in D. C. next week

Over the objections of the FCC's Broadcast Bureau on the site, Hearing Examiner Forest L. McClenning last week ordered that continued hearings in the revocation proceeding against KWK St. Louis will resume Nov. 6 in Washington.

The government presented its case six weeks ago during a hearing in St. Louis on charges KWK had perpetuated a fraud on its listeners (BROADCASTING, Sept. 18).

Mr. McClenning adopted a motion by Robert Booth, KWK counsel, that the November sessions, during which the station will present its case, be held in Washington. Thomas Fitzpatrick, counsel for the Broadcast Bureau, immediately announced plans to appeal the examiner's ruling to the FCC with a request that the hearing be held in St. Louis.

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MCA to quit as agent or as producer

SAG THINKS MCA WILL DROP TALENT, HOLD PROFITABLE REVUE UNIT

Music Corp. of America has agreed with Screen Actors Guild to drop either its program producing activities or its talent agency operations by Sept. 30, 1962. The agreement, signed Monday (Oct. 23) in Los Angeles, calls for a termination of the waiver of SAG talent agency regulations which for nearly 10 years has permitted MCA to represent SAG members while its wholly-owned Revue Productions was employing them in its filmed programs for television.

Which way MCA will turn was not disclosed, if indeed any decision has been made. Taft B. Schreiber, MCA vice president and president of Revue, asked if he would indicate what the eventual outcome will be, said: "I not only won't; I can't." He declined further comment, saying, "The document speaks for itself and there's nothing I can add."

SAG, along with most of Hollywood, believes MCA will leave the agency field to remain in production. In a special letter to all SAG members, the union's board reports that MCA "will terminate one activity or the other before next fall's television season" and continues: "The guild board believes it to be a foregone conclusion that MCA will surrender the agency franchise and maintain and probably expand production activities. During the transition period, MCA will be permitted to prepare for theatrical production, although no actual production may take place."

Supporting that position are financial reports which show that Revue contributed $57.6 million of MCA's 1960 revenues, while commissions it received as a talent agency amounted to only $8.7 million. The latter amount was the same as that which Revue contributed to the company coffers in 1954 and since then the tv production revenue has steadily spiraled upward to $17 million in 1955, $23.7 million in 1956, $30.4 million in 1957, $38.6 million in 1958, $48.1 million in 1959 and $57.6 million last year. Meanwhile, MCA's talent commissions have remained at about the same level since 1958.

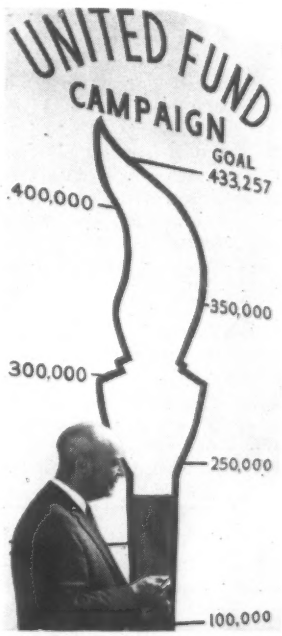
Other Signs ▪ Another indication that MCA plans to cease representation is the company's acceptance of a clause in the agreement whereby it agrees to waive "any so-called 'favored-nations' position. Even though other agents or the Artists Managers Guild [talent agencies' association of which MCA is a member] shall be granted more favorable terms by SAG, such terms shall not benefit or affect MCA."

But some observers say MCA's roster of top talent has had much to do with Revue's financial success. They point out that Revue's ability to get big names as guest stars at relatively small fees—thanks to MCA—has had much to do with the studio garnering production business from the tv networks. To cite just one example, three years ago, before *Wagon Train* began its seemingly endless trek across the nation's tv screens, some of NBC-TV's top executives thought the network should produce the series itself. But Revue got the job, reportedly because it could deliver name artists week after week at what television considers "reasonable" prices, or at least far below what the same names would have cost the network if it had been the producer. And, as of next September, MCA must decide which way to go from there on out. *Wagon Train* moves to ABC-TV, which purchased the series from Revue after NBC-TV rejected the studio's two-year offer of a package of new and old episodes reportedly with a price tag of $20 million. (See story, page 88.)

"The MCA waiver was first granted in 1952," SAG explained. "Under the agency regulations, agents are prohibited from engaging in production unless a waiver is granted. The state of the industry in 1952 was such that the guild granted waivers to MCA and, thereafter, to several other agents to encourage the growth of a tv film industry and the employment opportunities of motion picture actors.

"At that time, in spite of the enormous economic impact of television on the theatrical box office, a large segment of the industry was determined to resist the new medium. Under the terms of the waiver, tv production increased substantially and our purpose was fully achieved.

"MCA was aware that the waiver was not perpetual; and the guild, in spite of MCA's adherence to all the terms and conditions of the waiver, recognized that renewal of the waiver under present circumstances could open



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GAC looks to tv to become top talent agency

General Artists Corp., which is celebrating its first birthday today (Oct. 30) under its new management team, is concentrating its brains and manpower in television to make GAC "the home run hitter of the talent agency league."

"And I think our timing is absolutely perfect," commented GAC Board Chairman Herbert J. Siegel, alluding to the agreement announced last week by the Screen Actors Guild under which the Music Corp. of America will withdraw either as a talent agent or as a producer of films for television (see page 85).

Mr. Siegel made this observation on the role of television in the talent agency business during 1961 and for the future:

"There's no question about it—television is the number one income producer in our field today. The financial returns have been most lucrative for those agencies—MCA and William Morris—that have served as packagers and sales agents for tv series and special programs. GAC in the past lagged behind some of the others. In order to be important today, a talent agency must be important in television. We intend to create tv packages and act as a sales agent."

A year ago today, the Baldwin-Montrose Co., Philadelphia, of which Mr. Siegel is board chairman, bought GAC for $2.5 million. Since then $1 million more has been spent to point GAC more directly toward the television field.

He characterized 1961 as "the year that we started to build a ball team," and cited these GAC moves designed to strengthen the overall corporate structure of the company, with an accent on television:

▪ The revitalization of GAC's television division, including the hiring of a sizable group of experienced television executives, headed by Don W. Sharpe, who was appointed president of GAC-TV last July. Mr. Sharpe's career in radio-tv spans more than 20 years and between 1951 and 1961 he produced or represented for sale such tv series as *I Love Lucy, Four-Star Playhouse, Desilu Playhouse, Peter Gunn, Mr. Lucky* and *Meet McGraw*. Other long-time executives added at GAC-TV include Herman Rush, onetime president of Official Films Inc., who was named senior vice president in charge of television sales; David Gerber, formerly head of the tv department of Famous Artists Corp., who was appointed a vice president of GAC-TV. Other staffers were hired to function in creating tv packages and representing tv program and commercial performers.

▪ GAC's late-summer purchase of the Preminger-Stuart-Feins Agency, which has become the literary division of the company, a maneuver placing at GAC's disposal a host of writers and directors, whose output can be directed to television, motion pictures and other facets of entertainment. Among its clients are producer-director Otto Preminger, writer Leon Uris and writer-director Robert Rossen. The division is headed by Ingo Preminger, Otto's brother.

▪ GAC-TV's appointment as sales agent earlier this summer by Desilu Productions (Broadcasting, July 24) and its similar agreements with smaller companies, including Pat Boone's Cooga Mooga Productions.

▪ The scheduled opening in November of an office in Rome which will look for European talent suitable for U.S. television, motion pictures and other entertainment forms and seek opportunities for American talent abroad. Mr. Siegel sees an expansion in the use of European performers and material on U.S. tv and motion picture screens.

"We could have tried to build a ball team by assembling up-and-coming executives and developing them over a period of a few years," Mr. Siegel observed, commenting on GAC's moves in "buying" seasoned tv executives. "But we felt that the time was ripe now for aiming for the fences—and last week's action affecting MCA justifies our strategy."

Ax Man ▪ Mr. Siegel confided that during this "build-up" year he had to discharge personnel who did not fit into the plans projected for the new GAC. But he added that this was "no wholesale purge, and various top-flight executives of long standing with the company have been retained. Prominent among the old guard, who are playing key roles in the reconstituted talent organization, are Larry Kanaga, president of GAC, and Milton Krasny, executive vice president. Shortly before the take-over of the company by Mr. Siegel and his business associates, Martin Baum was elected president of the Equity and motion picture division. He is regarded by Mr. Siegel as "a most valuable member of our team." Another long-time GAC executive prominent in the company's future operations, Mr. Siegel said, is Buddy Howe, who is president of the personal appearances division.

Now that GAC has an impressive "who's who" list in the television field specifically and the entertainment field generally, it is logical to inquire: "What's what?" Mr. Siegel replies that Mr. Sharpe and his staff in Hollywood have been assembling various package proposals for submission to the television networks, and, though he declined to name specific programs because of competitive considerations, he mentioned the following:

▪ Desilu Productions plans at least eight film series in the comedy, action-adventure and drama anthology areas, plus a one-hour live drama series.

Cooga Mooga Productions is mapping two filmed series, plus a series of live specials, some of which may star Pat Boone.

▪ Roncom Productions, Perry

the doors to any and all applicants to play the dual role of employer and agent simultaneously. As a result, the guild announced that it would seek the termination of such waivers (BROADCASTING, Sept. 11). Immediately thereafter, the agreement with MCA was negotiated."

The Provisions ▪ The agreement permits MCA to acquire stocks, bonds or securities of any motion picture company "listed on any recognized stock exchange, without limitation of percentage or amount," but provides that if MCA acquires more than 50% of the voting stock of any such company, SAG must be notified and MCA's agency franchise shall be deemed automatically surrendered 30 days afterward. Or, if MCA chooses to retain its agency franchise, it must within 30 days after the end of the transition period get rid of "such stocks, bonds and securities" as are denied to agencies by SAG's "agency regulations as they exist at the end of the transition period."

If MCA elects to surrender its SAG agency franchise, the union agrees to issue a franchise to any sub-agent of MCA if the sub-agent chooses to become a franchised agent on its own behalf. Some of the hundreds of actors MCA represents will undoubtedly sign up with these sub-agents, if it becomes necessary to select a successor to MCA. But a mad scramble of all talent agents,

Como's production firm, is working on several live projects and one filmed series.

▪ Various independent producers are working on panel and game shows and special programs.

The Talent Stable ▪ GAC represents more than 300 performers, Mr. Siegel noted, and many can be accommodated within the formats of special or regular series. Among its clients are Jackie Gleason, Buddy Hackett, Rudy Vallee, Don Ameche, Orson Bean, Dane Clark, Shirley Booth, Marilyn Maxwell, Jessica Tandy, Robert Alda, Tom Poston, Tony Bennett, Nat (King) Cole, Julius La Rosa, Bobby Rydell, Paul Anka, Connie Francis, Edyie Gorme, Patti Page, Cyd Charisse and Les Paul and Mary Ford.

Mr. Siegel was confident, even before the MCA-SAG development, that the business climate was favorable for an aggressive talent agency that would practice what he likes to call "creative" representation. He is caustic in his criticism of most talent agents, claiming that in the years following World War II "most of these people were merely talent bookers." He asserted that GAC would service clients assiduously and try to develop new talent as a key approach toward procuring new business.

Mr. Siegel's record in business is a formidable one, though difficult to follow. He is 33 and graduated from Lehigh U. in journalism in 1950. But he confesses that his interests were more closely allied to high finance than to literature.

Biggest Deals ▪ Staked to an undisclosed sum by his father, Jacob Siegel, a Philadelphia clothing manufacturer, he set off for New York in 1950 and bought a substantial interest in Official Films because he believed tv had "tremendous growth potential." He served as a director and secretary of Official for five years and comments: "I made some of the biggest deals that Official made in those days."

Shortly before his association with Official, he married Ann Levy, daughter of Ike Levy, prominent as an investor with both Official and earlier with CBS. They were divorced in 1960.

Selling out his interest in Official in 1955 at a tidy profit, he has devoted his attention over the past few years to investing in various companies. When he acquired management control, he often merged "sick" companies with financially healthy companies to take advantages of tax losses. He notes that he served actively with these companies, helped put them in strong financial positions, then disposed of stock in some.

A list of his business affiliations: vice president and director, Bev-Rich Products (soft drinks), Philadelphia, 1955-56; vice president-director, Wesley Industries (auto polishes), Cleveland, 1955-59; board chairman, Fort Pitt Industries (brewery), Pittsburgh, 1956-58; board chairman, Seeburg Corp. (vending machines), Chicago, 1958-60; board of directors, Centilivre Brewing Corp., Fort Wayne, Ind., 1959-61; board chairman of Baldwin-Mintrose Co., from earlier this year to the present.

Mr. Siegel's most recent business exploit was earlier this year when Centilivre Brewing bought the Baldwin Rubber Co., Detroit and the Montrose Chemical Co., Newark. Thereupon, the Centilivre brewery was sold, and the remaining companies were organized as the Baldwin-Montrose Co. When GAC was bought last year, it was first part of Centilivre, but now functions as a wholly-owned subsidiary of Baldwin-Montrose. Mr. Siegel places Baldwin-Montrose's net worth at more than $18 million.

Asked why he bought GAC, Mr. Siegel, with a thin smile, replied: "I have a history of making ten dollars to an investment of $1. I've put about $3.5 million into GAC. I expect it to return about $35 million."

The new General Artists Corp. is one year old and Herbert J. Siegel (c), board chairman, is convinced that its concentration on television will be the key to future success. Two of his chief aides are Larry Kanaga (r), president of GAC, and Herman Rush (l), senior vice president in charge of television sales for GAC.

including even the William Morris Agency, can be anticipated to take over such lucrative artist properties as Jack Benny, Marilyn Monroe, Phil Silvers, Ozzie and Harriet Nelson and their sons Ricky and David, Polly Bergen, Alfred Hitchcock, George Gobel, Ronald Reagan, Faye Emerson, Bob Cummings, Nanette Fabray, Danny Kaye, Donna Reed and Dean Martin.

Whether MCA could or would continue to represent non-performing talent, writers and directors, for example, if it withdrew from representing actors, was another question to which there was no answer last week.

The SAG board letter concludes: "The resolution of the problem, fairly and equitably, is a major forward step toward sound industry practice. While a substantial change is involved, there is no question but that the ultimate result is in the best interest of the membership of the guild and the industry."

Bosustow sues UPA Pictures

Stephen Bosustow, founder of UPA Pictures, has filed suit for $1,210,000 damages against that company, Henry G. Saperstein, UPA president, and Peter De Met, one of the principal stockholders in UPA. Mr. Bosustow seeks to recover damages for breach of contract of June 27, 1960, by which he alleges he was to be employed for 10 years by UPA, the first five on an

exclusive basis. He charges that he has not been paid his weekly salary of $600 since July 15, 1961, nor received his weekly expense account of $100, and that the defendants have not kept up payments on insurance policies as called for by the contract. The complaint also charges Messrs. Saperstein and De Met with causing a transfer of all the assets of UPA Pictures to Television Personalities in order to defeat Mr. Bosustow's contractual rights. Mr. Saperstein termed these allegations as "wild" and said the suit was filed "shortly after the studio demanded the return of its numerous Oscars and awards which plaintiff had wrongly removed from the premises."

NEW 'TRAIN' TRAIL

Western series will fight Indians, hombres on ABC-TV

Wagon Train, NBC-TV's long-running, top-rated western series will be traveling the ABC-TV network trail next season. The hour-long program, which has been on NBC-TV since its inception five seasons ago, was sought by ABC-TV under a five-year contract between its producer, Revue Productions, and the network.

The news about *Wagon Train* coincidentally triggered a disclosure that ABC-TV probably will now go ahead with plans to program an extra hour next fall (program reruns after 11 p.m.).

Under the terms of the deal, ABC-TV purchased 39 new episodes of the series to be shown during the 1962-'63 season, with options for renewals over a five-year period. In addition ABC-TV obtained 189 old episodes of the series, which the network will rerun at other than prime time in its schedule.

Thomas W. Moore, ABC-TV's vice president in charge of programming, said last week that although a firm decision has not been made, "it's entirely possible" that the new *Wagon Train* episodes will be televised next season in the same Wednesday, 7:30-8:30 p.m., time slot they now occupy on NBC-TV. It's believed that if this happens ABC-TV's *Steve Allen Show,* which so far has not gained expected rating strength opposite *Wagon Train,* will be moved to another night in the network's schedule, or dropped entirely.

In its presentation on NBC, the show invariably has been among the first ten rated programs on the air and this season is a notable exception to the apparent trend away from the tv western. With *Wagon Train* and the Perry Como show (9-10 p.m.) in the lineup, NBC-TV has dominated the Wednesday night schedule so far this season.

NBC-TV, whose contract with Revue Productions and its parent company, Music Corp. of America, is scheduled to run out at the end of this season, reportedly had an opportunity to renew for a two-year period but balked at buying the backlog films. The transaction is said to have called for purchase of 78 new programs—39 each season—for $10 million and 189 old episodes for another $10 million.

An NBC-TV spokesman indicated that in order to make the transaction profitable the network felt it would have to schedule three runs of each of the backlog episodes within a two-year period. That would mount up to 570 hours of the old films, which added to the new programs would make a total of 646 hours of *Wagon Train* to be presented in two years, or more than six hours a week.

In explaining NBC-TV's negative decision, the network spokesman said, "We don't believe the future of television lies in glutting the broadcast schedule with such a large volume of replayed westerns."

It's not known yet how ABC-TV will program the backlog episodes, or how much it paid for the MCA-Revue package. Mr. Moore indicated, however, that the $20 million figure quoted by NBC might be a valid one for ABC if the network picked up every available option during the five-year term of its contract with MCA.

He also said that next season the repeat shows might be programmed in the daytime hours or at a late-night hour, or even in a combination of both times. He said a plan to add another hour to the network's schedule, from 11:15 p.m. to 12:15 a.m., is "under consideration and highly likely." Presumably *Wagon Train,* together with reruns of other one-hour western and action-adventure series would be programmed opposite the only other late-night network service, NBC-TV's 90-minute talk and variety program now emceed by Jack Paar. The chances are that the old *Wagon Train* episodes will be presented—either in daytime or late-hours—under different series' titles. The late-night concept is not a new one at ABC. Up until as late as this past spring, the network hoped to enter late night programming (with a variety show or Warner Bros. series reruns) but withdrew its plan after failing to interest a major advertiser in the new time segment (CLOSED CIRCUIT, May 8).

Wagon Train's move to ABC-TV is all the more a surprising one because, although MCA in the past has placed some of its programs on other networks, it has sold an inordinate share of them to NBC-TV. It has been estimated that since the 1957-58 season, roughly twice as many MCA-produced or represented shows have appeared in NBC-TV nighttime as have appeared on CBS and ABC. Even though it has lost the western series, NBC, which helped MCA produce the programs, still retains some financial equities in the reruns (maybe as much as 25%).

ITC appoints agency to handle network sales

Independent Television Corp., which has only one series on a network—*Fury* (NBC-TV)—this season, brought in new selling blood last week.

The television film production and distribution company asked Ashley-Steiner Inc. to act as its exclusive network and national sales representative on all phases of network and national sales of properties now owned or developed by its parent company, Associated TeleVision Ltd., London, Eng. ITC will continue to act as its own sales agent in the syndication field.

Four new-to-the U.S. filmed series are among the ATV-ITC properties that Ashley-Steiner will handle. They are *The Jo Stafford Show Specials, Sir Francis Drake, Ghost Squad* and *Man of the World.* All but the last named currently are being shown in England. *The Joe Stafford Show Special,* consisting of 13 hour-long shows, is considered the best bet for a future U.S network sale.

Ashley-Steiner is sales agent for seven tv shows now enjoying network exposure in this country. Included are *The Defenders, Alvin, Twilight Zone, Candid Camera,* on CBS-TV; *Camouflage* and *Make A Face,* ABC-TV, and *Dr. Kildare,* NBC-TV.

Ashley-Steiner's activities also reach out to the motion picture, theatre and book and music publishing fields. Since this past summer, two other talent agencies—General Artists Corp. for Desilu Productions (BROADCASTING, July 24) and William Morris Agency for some Ziv-UA properties were named sales representatives for big tv film production companies.

Official Films income keeps its upward slant

Official Films Inc. stockholders were advised last week that the profit position of the company continued through the first quarter of the current fiscal year, ended Sept. 30. Gross sales climbed to $333,655 from $223,854 and net income increased to $54,436 from $46,-147 in the corresponding fiscal period last year.

Seymour Reed, Official Films president, pointed out to stockholders at the company's annual meeting in New York that the net income figure was "even more promising" because it included provisions for federal income tax of $46,135, although the corresponding figure for the previous fiscal

year did not include a tax because of a loss carry forward. He noted the financial statement was unaudited and could be on the "conservative side."

Stockholders voted to increase the stock authorization of the company from three million to five million shares. Mr. Reed earlier had stated that although the company had no specific purpose for the additional shares at this time, it sought the authorization in the event that "an attractive proposal" to acquire additional tv properties arose in the future.

Mr. Reed reported the company library has increased to 36 series, made up of 2,667 episodes, ranging in length from one minute to one hour, the majority being in the half-hour category.

For the fiscal year ended last June, Official showed a gross profit before taxes of $412,000, as against a loss of $1,308,000 for the preceding year, and a profit after taxes of $237,000, as against a loss of $691,000.

Storer makes radio series available to stations

Tapes are now available for the new *Voices of Freedom* series produced by the radio stations of the Storer Broadcasting Co. in conjunction with the Freedoms Foundation, Valley Forge, Pa.

The series features one-minute capsule programs based on the writings and patriotism of famous people from Aristotle to Herbert Hoover in addition to outstanding citizens in the fields of government, education, sports, industry, religion and show business. The tapes are free, except for a two dollar deposit which will be refunded if the tapes are returned within 45 days, and are available from the Freedoms Foundation.

Stations which have indicated that they will carry the tapes are the seven Storer radio stations (KGBS Los Angeles, WGBS Miami, WIBG Philadelphia, WJW Cleveland, WJBK Detroit, WSPD Toledo, WWVA Wheeling); WAVI Dayton; WIBX Utica, N. Y.; KTVA Anchorage, Alaska; WSUN St. Petersburg, Fla.; WBIC Long Island, N. Y.; KNDI Honolulu; WJMJ Philadelphia; KSL Salt Lake City; WSLS Roanoke, Va.; WFLA Tampa, Fla., and the subscribing stations of Radio Press International.

Program notes...

Sports package ▪ WTOP Washington announced last week that it has acquired the radio rights for the home games of the Washington Tapers of the new American Basketball League.

Duke's life story ▪ The Duke of Windsor has arranged with Jack Le Vien (producer, *Winston Churchill — The Valiant Years* on ABC-TV) for the production of a tv series based on his life story. The Duke and the Duchess of Windsor plan to narrate. Episodes will be based on *A King's Story*, written by the former King of Great Britain and now Duke, and on photographs and films he made but has never shown publicly.

All Greek ▪ Twentieth Century-Fox Television is going all the way back to the ancient Greeks for its future program material. The tv arm of the film company has announced plans to produce a half-hour weekly television film series with episodes based on Homer's *The Iliad* and *The Odyssey*. The series, which will have Ulysses as a leading character, is scheduled for release during the 1962-63 season.

Cutback for Truman ▪ Talent Assoc.-Paramount Ltd., which has been having trouble selling the programs, cut six-and-a-half hours out of its still-to-be-completed *Time for Decision* series. The programs, which are to feature former President Harry S. Truman, initially were to contain 26 hour-long episodes. Instead they will contain 39 half-hour programs. Talent Assoc.-Paramount said the cutback was made to reduce production costs and make the shows more attractive to prospective sponsors.

NO. 1 ACROSS THE BOARD

TWICE THE AUDIENCE of the next Negro Station
Pulse: July-Aug. 1961

HARLEM SERENADE
WITH JACK WALKER

HARLEM SERENADE (6 AM to 9:30 AM) is first in every one of its half-hour segments across the board! It offers 100% more listeners (in the total cume) and in some segments — two and a half times the audience of the next nearest station in the market!

But that's only a fraction of the story. The July-August Negro Pulse gives WLIB an astounding 22 out of a possible 28 firsts; and ties it for first in two segments more. That means WLIB is FIRST IN AUDIENCE 6 out of every 7 minutes it's on the air.

Being first is not a new story for WLIB. It has been first consistently, for years, in the Great Negro Community of New York. But more important to advertisers is that it is widening this gap all the time. Today, it is far and away the best buy in its market.

In New York — people who do business with the Negro Community find it's good business to do business with WLIB.

WLIB
Hotel Theresa
125th St. and Seventh Ave. — N. Y. C.

White House tour out; Dick Van Dyke in

A public affairs special that "didn't come off" led CBS-TV to schedule two telecasts of *The Dick Van Dyke Show* during the week of Nov. 6, it was learned last week. In addition to the regularly scheduled half-hour telecast of the weekly comedy series (Tue., Nov. 7, 8-8:30 p.m.), a special broadcast of the series is slated for Mon., Nov. 6 (10-10:30 p.m.). Procter & Gamble, the series' regular advertiser, will sponsor both telecasts, each of which will feature original storylines.

A spokesman for CBS-TV said last week that the *Hennesey* program, which usually occupies the Mon., 10-10:30 p.m. time slot, was originally scheduled to be pre-empted on Nov. 6 so that the network could present a special public affairs program under preparation. The spokesman indicated the special could not be completed in time. He would make no comment on the nature of the program, but from another source BROADCASTING learned that the proposed special was to be an hour-long camera tour of the White House with the first lady, Mrs. Kennedy, acting as guide. The program reportedly ran into some top-level roadblocks and while not yet irrevocably cancelled, is believed to be in a tenuous position.

It is also believed that CBS-TV planned to pre-empt the Nov. 6 telecast of *I've Got a Secret* (10:30-11 p.m.) in order to make room for its proposed special. When the network learned that it couldn't "bring in" the public affairs show, it told the sponsors of the two pre-empted programs that they could retain their regular time slots. According to information given BROADCASTING, the *I've Got a Secret* advertisers agreed to take back the time, but at least one of the two *Hennesey* sponsors (P. Lorillard Co. and General Foods) refused, saying it had already allocated billings gained by the preemption.

With "empty" time on its hands, CBS-TV apparently opened it up to other advertisers. It is said that Procter & Gamble grabbed the time for its *Dick Van Dyke Show* in an effort to give the series a "broader sampling and exposure." The advertiser and Benton & Bowles, its agency of record for the program, are known to be "high" on the series even though it has so far received "disappointing" critical and statistical reactions.

Film sales...

Jungle Girl (Banner Films): Sold to KONO-TV San Antonio, Tex.; WTVT (TV) Tampa-St. Petersburg, Fla.; WREX-TV Rockford, Ill., and WTVD (TV) Durham, N. C.

Great Music From Chicago (Second series) (WGN-TV Chicago): KBMT (TV) Beaumont, Tex.; WTTV (TV) Bloomington-Indianapolis; KTTV (TV) Los Angeles; WTCN-TV Minneapolis-St. Paul; WOR-TV New York; KTVU (TV) Oakland-San Francisco; WGAN-TV Portland, Me.; WNDU-TV South Bend, Ind.; WFAA-TV Dallas-Fort Worth, and WPTV (TV) West Palm Beach, Fla.

Mahalia Jackson Sings (Television Enterprises Corp.): Sold to WBKB (TV) Chicago; WXYZ-TV Detroit; KTVI (TV) St. Louis, and WTCN-TV Minneapolis.

Debbie Drake (Banner Films): Sold to KDAL-TV Duluth; WAPI-TV Birmingham; KDUB-TV Lubbock, Tex.; WTVP (TV) Decatur, Ill.; KVIP-TV Redding, Calif.; KLIX-TV Twin Falls, Idaho; KXLY-TV Spokane, and KTEN (TV) Ada, Okla. Also resold to: WJBF (TV) Augusta; WRGP-TV Chattanooga; WHBF-TV Rock Island, Ill.; WJHL-TV Johnson City, Tenn.; KATV (TV) Pine Bluff, Ark., and WSB-TV Atlanta. Now sold in 80 markets.

EQUIPMENT & ENGINEERING

RCA's profit gains 3% in third quarter

NET FOR FIRST NINE MONTHS OF '61 DOWN SLIGHTLY

RCA sales for the third quarter of 1961 rose to $368.3 million, a 4% rise over the comparable 1960 period, RCA Chairman David Sarnoff and President John L. Burns announced last week.

Net profit for the period (after federal income taxes) amounted to $6.2 million, an increase of 3% over last year's third quarter. Earnings per share of common stock were 32 cents, the same as in the 1960 period when a smaller number of shares were outstanding.

RCA reported sales for the first nine months of 1961 totalled more than $1.09 billion, compared with slightly more than $1.06 billion for the 1960 period. Net profit after taxes was $23.8 million, compared with $24.1 million for the first nine months of 1960. Earnings per common share totalled $1.29, as against $1.46 last year on a smaller number of shares.

CONSOLIDATED STATEMENT OF INCOME

	1961	1960
For the nine months ended September 30		
Products and services sold	$1,090,100,000	$1,061,000,000
Cost of products and services sold and other operating costs	1,045,800,000	1,014,200,000
Profit before federal taxes on income	44,300,000	46,800,000
Federal taxes on income	20,500,000	22,700,000
Net profit for nine months	23,800,000	24,100,000
Preferred dividend	2,400,000	2,400,000
Balance for common stock	21,400,000	21,700,000
Earnings per share of common stock as computed on average number of shares	1.29	1.46
For the quarter ended September 30		
Products and services sold	$368,300,000	$354,000,000
Cost of products and services sold and other operating costs	357,400,000	342,600,000
Profit before federal taxes on income	10,900,000	11,400,000
Federal taxes on income	4,700,000	5,400,000
Net profit for the quarter	6,200,000	6,000,000
Preferred dividend	800,000	800,000
Balance for common stock	5,400,000	5,200,000
Earnings per share of common stock as computed on average number of shares	.32	.32
Average number of shares for nine months	16,559,000	14,882,000

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

Space radio 'mirror' still hasn't formed

Scientists were still waiting late last week to determine whether the Air Force's artificial radio mirror will form in space. Project West Ford, the laying of a five-miles-wide band of tiny copper "dispoles" in space, was inaugurated Oct. 24 when the United States sent a Midas "spy-in-the-sky" satellite into a 2,000-miles-high orbit around the earth. Within the same rocket was a container of 350 million copper needles; the container was ejected at the same altitude as the Midas. Dispersion of the needles was due to take place over a four-to-five-day period. If successful, radio scientists expect to be able to use the artificial radio reflective needles to establish communications across oceans and continents, using microwave frequencies.

Objections by some scientists—that the needles might obscure radio astronomy and other space exploration—were answered by government officials, including a presidential advisory committee, which held the project would not seriously interfere with other astrophysical investigations. Apprehension that the reflectors might disrupt clear channel broadcasts was also allayed. The frequencies for which the needles are cut are in the microwave portion of the radio spectrum, it was pointed out, and they will not respond to standard broadcast band signals.

Engineering societies plan international group

A new international organization involving 150,000 engineers, scientists, educators and industrialists was proposed last week in a resolution passed by the board of directors of the American Institute of Electrical Engineers and the Institute of Radio Engineers, the two largest engineering societies in the world.

Both societies appointed members to a special committee to study the merger proposal. The committee report will be submitted for approval of both boards by Feb. 15, 1962. If approved, a vote by the memberships of the two institutes will follow by Jan. 1, 1963.

ITA tape recorder

An all-transistor cartridge tape recorder in three models, one designed especially for stereo, has been introduced by ITA Electronics Corp., Lansdowne, Pa. Monaural, stereo adaptable and stereo models are available.

Plug-in circuits make it possible to convert the stereo adaptable model to stereo. Separate record and play heads are used to assure optimum performance in both models. Sequence triggering plusses can be recorded on the cartridges and be used to start other components of an automation system. The recorder also can record directly from a microphone.

Technical topics...

New Zoomar ▪ Television Zoomar Co., New York, announces the availability of a remote controlled Super Universal Zoomar-Model B for camera locations inaccessible for manually operated cameras. The new lens has an overall zoom range with convertors of 2½ to 72 inches. Demonstrations are available by writing to the company at 500 Fifth Ave., New York.

Adapter taxable ▪ The Internal Revenue Service has ruled that an fm multiplex adapter, converting fm receivers for stereo reception, is liable for the excise tax on radio and tv components. The ruling, announced in the Oct. 16 *Internal Revenue Bulletin*, specifies that the stereo adapter is to be considered the same as a radio or tv chassis.

Compact tv tape recorder ▪ RCA said last week that WHA-TV Madison, Wis., is the first educational station to install the manufacturer's new "compact" tv tape recorder in a mobile unit. The installation permits on-the-scene tape recordings of demonstrations, laboratory experiments and public events. Crews will be able to move cameras into school rooms (WHA-TV is the U. of Wisconsin's station), public buildings and other "remote" points in the state.

Zenith stockholders okay 3-for-1 stock split

Zenith Corp. stockholders Oct. 24 approved a three-for-one stock split by voting for an increase of authorized common shares from the previous 8 million to a new total of 12 million. On Nov. 20, stockholders of record Nov. 3 will receive two additional shares for each share now held.

Zenith's net consolidated profit for the three months ended Sept. 30 was estimated at $4.53 million, equal to $1.51 per share, after depreciation and provision for federal income taxes of $4.7 million. This was a 38.7% increase over the same period last year. Zenith's nine-month consolidated profit totaled almost $9.93 million, or $3.30 per share, an increase of 15.7% over the first nine months of 1960. Nine month consolidated sales were almost $188 million, up 2.1% over last year.

Factory shipments of Zenith monochrome tv sets hit new record highs for both the third quarter and the nine-month period, as did the shipments of radio sets. Quantity shipments of new Zenith stereo fm sets began last month.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Greenville Mill, Division of Mohasco Industries, Inc., manufacturers of the finest carpets and rugs—Greenville, Mississippi.

FSR vice president wins RAB radio-tv contest

Because he came the closest in predicting radio's lead over tv in average number persons exposed to the two mediums during the summer, Donald E. Leonard, vice president and media director of Fuller & Smith & Ross, New York, is $250 richer.

It was the climax to a 12-week contest conducted by Radio Advertising Bureau following a speech by Kevin B. Sweeney, RAB president, who said radio would be ahead of tv in audience 12 out of 13 weeks in the summer (July 1-Sept. 22).

Sindlinger & Co. figures revealed that radio (in the 12-week period) pulled a daily average of 6.9 million more people than television.

Runnerup, and winner of $100, was Allan S. Kalish, vice president of Philip Klein Adv., Philadelphia. Others who received honorable mention and transistor radios for their efforts were Robert B. Strom, brand manager, Armour & Co., Chicago; Leslie L. Dunier, vice president-director of radio and television, Mogul, Williams & Saylor, New York, and Edward R. Fitzgerald, senior timebuyer, radio-tv, J. Walter Thompson Co., Chicago.

Surprise luncheon locale

WEWS (TV) Cleveland pulled a surprise on local newspapermen covering the premiere of its new *Ripcord* series.

From invitations, the newspapermen supposed they were to be WEWS guests for a routine luncheon where they would see an advance screening of the new show.

The car which picked them up turned out to be an airport limousine which whisked them to the airport where they had lunch in a hangar, were treated to a skydiving exhibition by Pat Kelley of the Cleveland Sky Divers, and the *Ripcord* preview.

Public service campaign

An extensive public service campaign devoted to accident prevention and safety will be launched next month by Lawrence C. Gumbinner Adv., New York, on behalf of the U. S. Dept. of Health, Education & Welfare's Public Health Service.

The campaign will include seven 15-minute films produced primarily for tv, and a number of tv and radio public service announcements. Gumbinner is working on nationwide distribution plans for the films, which will be incorporated in a series of half-hour shows designed for network tv presentations. Subsequently, the films will be available for local tv use.

Tall viewing on KPIX (TV)

When KPIX (TV) San Francisco announced a "Big Show" promotion to publicize its new fall programs, it hired a personality to carry the theme to the hilt—Charles Sandor, a ten-footer (with stilts, that is). Mr. Sandor (see photo) visited various newspapers, agencies and advertisers, leaving a KPIX press kit wherever he went and the impression of Tall Viewing on KPIX.

Ullman announces new merchandising services

Richard H. Ullman Inc., sales division of the Peter Frank Organization, is inaugurating a new service for radio station subscribers to its programming. It will enable them to buy all types of merchandise from penny premiums to major prizes for audience participation programs at prices averaging 25-30% below retail.

Titled "Soundsmanship Merchandising Plan," the new service was developed in response to a continuing flow of requests from stations for help in purchasing novelties and prizes.

On an experimental basis, PFO has already produced such items as an auto litter box; an auto visor calendar-mileage record book and pencil and a white duck sailor hat. These and similar items will be offered in monthly bulletins.

At the offset, the SMP will be available to subscribers to The Big Sound and Formatic Radio program services. After the new Country and Western Music package has been introduced, Nov. 1 at the C&WM convention in Nashville, stations subscribing to this new program service can become SMP members as well.

Drumbeats...

New booklet ▪ Radio Advertising Bureau has distributed a new booklet called "101 Sales Ideas For Appliance Dealers," consisting of sales promotion schemes used by dealers around the country. The brochure is part of a new package designed to promote radio advertising to the appliance industry. Six case histories, describing the positive effects radio had on appliance sales, a full-scale presentation, and an industry background complete the package.

Talent hunt ▪ CHUM Toronto will hold its third annual Canadian talent hunt final auditions on Nov. 15 at the Eaton Auditorium, Toronto, with an array of judges not connected with the station. A dozen young men and women vocalists will be competing for prizes of $200, $100, and $50.

Network look ▪ WPIX (TV) New York, has issued a new presentation in which it claims to be "New York's prestige independent with the network look." The portfolio-size promotion says the "network look" governs the station's programming, advertisers, audience, policies and practices.

Guest stars ▪ WAPI-TV Birmingham, Ala., helped to promote its fall fare of television by importing nine CBS-TV performers, Miss Alabama, a 67-piece band and 10,000 free tickets to the climax of the Alabama State Fair. On hand to trigger interest amongst WAPI-TV's viewers were Jay North, *Dennis The Menace;* Paul Brinegar, *Rawhide;* Karl Held, *Perry Mason;* Sebastian Cabot, *Checkmate;* Bob Denver, Florida Freibus, Sheila James, Nancy Priest and Sybil Collier, all of *Dobie Gillis.*

Chow time ▪ WICE Providence, R. I., is solving a dilemma for many students in its area. The station has started a daily information service from 7-8 a.m. called "What's for Lunch?" Dave Cummins, host of the early morning show, reveals the luncheon menu for each of the area's high schools, thus enabling the students to make a choice whether to eat in school or pack their lunch.

BROADCAST ADVERTISING

Mr. Craig

William F. Craig, program supervisor, manager of daytime radio and tv director, Procter & Gamble, New York, joins tv-radio department, Young & Rubicam, that city, as group supervisor.

E. W. Rawlings, executive vp, General Mills Inc., Minneapolis, elected president, effective Dec. 1, succeeding **C. H. Bell,** who was elected chairman of board of directors. **Gerald S. Kennedy,** former board chairman, named chairman of board's executive committee. Mr. Rawlings, upon retirement from USAF in 1959, joined GM as financial vp and member of board of directors. In April, 1960, he was named executive vp, heading finance and consumer food activities, and in June, 1961, appointed executive vp for all operations and finance.

Duane Ragsdale, account executive on Gleem toothpaste account, Compton Adv., New York, elected vp of agency.

Donald W. Severn, media relations manager, Ted Bates & Co., New York, elected vp of agency.

Mr. Jones

Jack Jones named tv advertising manager, Mattel Inc. (tovs), Hawthorne, Calif. Prior to joining Mattel, Mr. Jones was vp and general manager of Musicasting Inc., Chicago, and earlier, network services supervisor and account director, North Adv., in Chicago, New York and Beverly Hills.

Barton A. Cummings, president, Compton Adv., New York, appointed chairman of 1962 advertising, publishing and entertainment division of Lunch-O-Ree for the greater New York council of the Boy Scouts of America.

John L. Bate, vp in charge of western division, Pepsi-Cola Co., Los Angeles, succeeds **Philip Rubenstein** as president of Pepsi-Cola Metropolitan Bottling Co., New York. Mr. Rubinstein will continue as vp of labor relations for Pepsi-Cola Co. in New York.

John W. Shaw, chairman of board of directors, John W. Shaw Adv., Chicago, assumes post of president, succeeding **David E. Guerrant,** resigned. **Charles Allen,** vp, named executive vp. **Perry Brand,** vp and plans board chairman, Clinton E. Frank Adv., Chicago, joins Shaw as executive vp.

William T. Todd, copy supervisor, Kudner Agency, rejoins Geyer, Morey, Madden & Ballard, as creative director for Chicago and Racine, Wis., offices. Prior to joining Kudner in 1948, Mr. Todd served as copy director for GMM&B.

Ralf Spangler, president, General Adv., Hollywood, elected secretary-treasurer, Western States Adv. Agencies Assn., succeeding **John Spear,** resigned.

Laurence Field named radio-tv director at Tacoma, Wash., office of Cole & Weber Adv., Portland, Ore. He formerly was with tv department of firm's Seattle branch.

Gerald Kornfield, advertising and sales promotion manager, Bates Fabrics, New York, appointed advertising manager, Exquisite Form Brassiere Inc., division of Exquisite Form Industries, that city.

H. D. Wakefield, product manager, S. C. Johnson & Son, Racine, Wis., named assistant advertising and merchandising director. **Ralph H. Deihl** appointed product manager for all floor care products. **William W. Herzog** named product manager for air fresheners and insecticides. **L. R. Peterson** to serve as product manager for Johnson's wax shoe polishes. **J. B. Rasmussen** serves as product manager for company's automotive equipment.

Milton E. Stanson, merchandising director, Hicks & Greist, New York, appointed vp in charge of tv and merchandising at The Zlowe Co., advertising agency, that city.

Eugene B. Shields and **Richard K. Montgomery,** account supervisors at Clinton E. Frank Inc., Chicago, elected vps. Mr. Shields has been with Frank agency two years, and previously with Waldie & Briggs Adv. and Erwin Wasey, Ruthrauff & Ryan, both Chicago. Mr. Montgomery formerly was with Compton Adv., in both Chicago and New York offices.

Mr. Dalsimer

Samuel Dalsimer, vp and account supervisor on packaged goods accounts, Grey Adv., New York, elected executive vp of agency. Prior to joining Grey, in 1955, Mr. Dalsimer was executive vp, Cecil & Presbrey Adv., that city.

Richard H. Pell, corporate and industrial division staff member, Donahue & Coe, New York, named assistant account executive for Bosco milk amplifier, product of Best Foods, division of Corn Products Co., New York.

Robert A. Johans, free lance copywriter and artist, joins Gardner Adv., New York, as tv-radio producer.

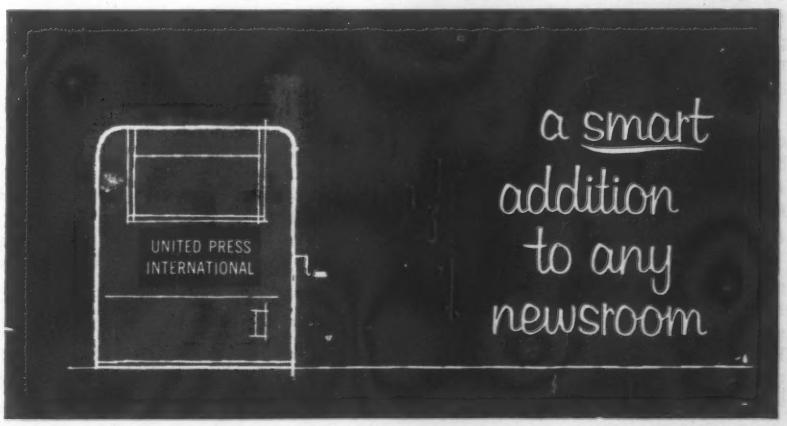
Mary G. Ellsworth joins W. B. Doner & Co., advertising agency, Philadelphia, as copy director in pr department. She previously was copywriter with Reach, McClinton & Co., New York.

Richard M. Bueschel, account manager, Waldie & Briggs Adv., Chicago, elected vp and account supervisor. Prior to joining agency, Mr. Bueschel was account executive with Erwin Wasey, Ruthrauff & Ryan, New York.

Mr. Notte

Horace Notte appointed advertising manager for Krueger brands of Narragansett Brewing Co., Providence. Mr. Notte, through own agency, Horace Notte & Assoc., had handled Hanley brand advertising for Narragansett. Krueger brands are placed through Ellington & Co., New York.

Hardy Burt, tv producer and writer for news syndicate magazines, appointed public affairs consultant for Donald E. Degnan Assoc., pr firm, New York.



William D. Fries Jr., art director, KMTV (TV) Omaha, joins creative staff of Bozell & Jacobs Adv., that city.

Richard J. Muller, news director, KDKA-TV Pittsburgh, joins pr staff of Chrysler Corp., Detroit, as manager of radio-tv services. He succeeds **Robert J. Shafer,** who resigned to join NBC news staff in Philadelphia.

John F. Sanderford Jr. joins Zimmer-McClaskey-Frank Adv., Richmond, as account executive.

Bob Tannehill joins marketing department of Sullivan, Stauffer, Colwell & Bayles, New York.

THE MEDIA

John M. McRae, station manager, KDWB Minneapolis-St. Paul, appointed sales manager for Crowell-Collier Broadcasting Corp. (licensee of KDWB, KEWB San Francisco-Oakland and KFWB Los Angeles), with headquarters in Los Angeles. **James W. Simons,** station manager, KFWB Los Angeles, promoted to general manager of station. **Robert E. Sharon,** in charge of local sales for KFWB, named general sales manager, handling national sales as well.

James Bentley, formerly with KRON-TV San Francisco, to KJEO (TV) Fresno, as program director and film buyer.

Mr. Lee

Jack Lee named general manager of WPRO-AM-FM Providence, succeeding **Daniel P. Weinig** (BROADCASTING, Oct. 23). Before joining Capital Cities Broadcasting, Mr. Lee was general manager of WAKY Louisville, and earlier, was sales manager of KILT Houston.

Peter B. Clark, secretary and assistant to president, *Detroit News* (licensee of WWJ-AM-FM-TV Detroit), named vp and assistant publisher, succeeding **D. Roy Merrill,** retired. **Richard M. Spitzley,** vp facilities planning, and **Richard B. Wallace,** news director and president of Nylok-Detroit Corp., named vp planning and secretary, and assistant treasurer, respectively.

F. A. Wurster appointed vp in charge of newly established Los Angeles and San Francisco offices of Bernard Howard & Co., rep firm, New York. **Norman Berk** named to manage Los Angeles office.

Ed Starr, former local operations manager and regional sales manager of KSOO-TV Sioux Falls, S. D., appointed general manager of KMMT-TV and KAUS, both Austin, Minn. (both stations licensed to Black Hawk Broadcasting Co.).

SMPTE appointees

Dr. Deane R. White, associate research laboratory director, E. I. du Pont de Nemours, Parlin, N. J., re-elected engineering vp, Society of Motion Picture & Television Engineers, New York. **Ethan M. Stifle,** manager, east coast division of motion picture film department, Eastman Kodak Co., New York, re-elected financial vp of society. **Garland C. Misener,** vp in charge of laboratory operations, Capitol Film Labs, Washington, re-elected sections vp. **Wilton R. Holm,** manager of motion picture products sales, E. I. du Pont de Nemours, Hollywood, elected treasurer, succeeding **G. Carleton Hunt,** General Film Lab., Hollywood. **Harold Jones, Richard E. Putman, George W. Colburn, Howard W. Town, G. Carleton Hunt** and **Edward H. Reichard** elected governors of society.

Lee W. Spafford, account executive, KCPX Salt Lake City, named sales manager, KMUR Murray, both Utah. **Dick Dixon,** production director, appointed program director, succeeding **F. Wm. Houghtaling,** who joins IBM as engineer. **John G. Galarneau** and **Dick Gillespie,** staff announcers, KONI Spanish Fork and KSXX Salt Lake City, join KMUR, in similar capacity.

James Canto, salesman and announcer, WSKI Montpelier, Vt., named manager, effective Nov. 1.

Eddie Clark, formerly with WHK Cleveland as air personality, named program manager, KMBC Kansas City. **Johnny Pearson,** formerly with The Katz Agency, New York, as radio programming consultant, appointed production manager. **Mike Foster** and **Farrel Smith** join KMBC staff.

Warren Shuman, eastern sales manager, KALI San Gabriel, Calif., appointed general manager of Tele-Radio & Tv Sales, subsidiary of Tele-Broadcasters Inc., in sale and representation of Spanish-language radio and tv stations in U. S. and Mexico.

Dick Conrad, air personality, WCAR Detroit, to WERE Cleveland as production manager. **Peter Roper,** promotion director, WERE, appointed assistant attorney general, Ohio.

Harry Mooradian, sales manager, KZTV (TV), Corpus Christi, Tex., joins KRYS, that city, in similar capacity.

Mr. Browne

Frank Browne, program sales manager, KTTV (TV) Los Angeles, appointed midwestern sales and marketing manager, with new offices in Chicago at 100 E. Ohio Street, which he will head.

Jim Pratt, radio-tv director, Taylor-Norsworthy Adv., Dallas, joins WFAA-TV Dallas-Fort Worth, as operations manager.

Gib Keith, news director, KTTN Trenton, elected chairman of Missouri AP Radio-TV Assn., succeeding **Walt Bodine** of WDAF-AM-TV Kansas City. **Robert Tibbitts,** news director, KWOS Jefferson City, elected vice chairman.

William E. Miller, account executive, AM Radio Sales, Chicago, joins WBZ Boston as assistant sales manager.

Gene Jankowski, account executive for WBNY Buffalo, joins sales department of CBS Radio, New York, in similar capacity.

Sidney J. Flamm, president, WMMM Westport, Conn., elected director of Connecticut Broadcasters Assn.

John W. Nelson joins WWJ Detroit sales department.

Rex Vance appointed chief engineer, KALL Salt Lake City, succeeding **D'Orr Cozzens,** who becomes technical director of Intermountain Network stations.

Bill Duane named to newly-created post of news operations director, WLS Chicago. He has been with station since 1950 as newscaster.

William C. Drake joins WLBK DeKalb, Ill., as traffic and continuity director and announcer. Before joining station he was program executive and announcer with KWON Bartlesville, Okla.

Don Schlademan, announcer, WIRE Indianapolis, appointed chief announcer and music director.

Alan Skuba, manager, KRML Carmel, Calif., joins KFWB Los Angeles as director of sales development.

James H. Grant, director of projects and planning, WFBM Indianapolis, to WTCN Minneapolis as public affairs director (both stations licensed to Time-Life Broadcast Inc.).

Leonard N. Sable, formerly with Transit Ads, Milwaukee, to sales staff of WTMJ-TV, that city.

Frank J. Honoski, account executive for WINS New York, joins Communications Industries Corp. as New York

national sales representative for WACE Springfield, Mass., and WKST New Castle, Pa. **Charles Hilton,** music librarian, WGY Schenectady, N. Y., named music director for CIC. Mr. Hilton will make his headquarters in New York.

Art Primm, formerly with KXA Seattle, appointed news and special events director, KIXI, that city.

Steve Winn, senior account executive, Concert Network, Boston, appointed sales rep, that city, for Knight Quality Stations: WEIM Fitchburg, Mass.; WHEB Portsmouth, WGIR Manchester, WTSL Hanover, and WTSV-AM-FM Claremont, all New Hampshire.

A. Boyd Siegel succeeds **William S. Yard,** deceased, as president, Washington Broadcasting Co., while retaining position as chairman of board. **Jack Meridan,** general manager, WJPA Washington, Pa., elected to fill Mr. Yard's seat on board.

James E. Necessary, account executive, KTVI (TV) St. Louis, named local sales manager.

Kenneth M. Albridge, formerly of WPOR Portland, Me., appointed general manager of WTSA Brattleboro, Vt.

Robert Williams named local sales manager, WAPI Birmingham.

Leonard Walk, program manager, WAZZ-FM Pittsburgh, named general manager.

Chuck Powell, formerly of WFOX Milwaukee, joins WFIE-TV Evansville, Ind., announcing staff.

Oscar M. Litton, former program manager-announcer for WYCA-FM Hammond, Ind., to WLNR-FM Lansing, Ill., as announcer.

Del Sharbutt, formerly with CBS news staff, New York, joins MBS, that city, as newscaster.

Ray Quinn and **Bruce Davies** join local news staff of WIBG Philadelphia.

Robert J. Shafer, former news director of WCCO-TV Minneapolis-St. Paul, to WRCV-AM-TV Philadelphia, in similar capacity.

Helen Wabbe named liaison for KWKW Pasadena, Calif. (Spanish-language station), and English-language press media.

Robert Askey named production director of KFOR Lincoln, Neb.

Barbara Shabroski joins WEJL Scranton, Pa., as continuity director.

Pat Flaherty, news director emeritus of KPRC-AM-TV Houston, assumes additional duties of audience relations director.

Named chairman

Daniel W. Kops, WAVZ New Haven, Conn., and WTRY Albany-Troy-Schenectady, N. Y., has been named chairman of the NAB's Editorializing Committee. Mr. Kops was co-chairman of same committee last year; his colleague was **Joseph Baudino,** Westinghouse Broadcasting Co. Other members of 1961-62 committee, which encourages and assists radio and tv stations to develop techniques for editorializing on the air are: **Frank J. Abbott Jr.,** WWGP Sanford, N. C.; **John F. Dille Jr.,** WTRC-WJSV-TV Elkhart and WKJG-AM-TV Fort Wayne, both Ind.; **Eugene B. Dodson,** WTVT (TV) Tampa, Fla.; **Simon Goldman,** WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York; **Frederick S. Houwink,** WMAL-AM-FM-TV Washington, and **Lee Ruwitch,** WTVJ (TV) Miami, Fla.

Henry Lickel, scene designer for *This Is Your Life* and assistant art director for *The Steve Allen Show* and *The Bob Hope Show,* joins KTLA (TV) Los Angeles as art director, succeeding **Bob Dahlquist,** who has joined Freberg Ltd.

Ronald B. Egar joins WOKY Milwaukee as sales representative.

Carl Myers, account executive, Jack Masla & Co., New York rep firm, joins sales staff of WNBC-TV New York.

Dene C. Ratermann, radio-tv rep for National 4-H service committee, and president of AWRT's Chicago chapter, named general chairman, American Women in Radio & Television's 1962 convention to be held in Chicago, May 3-6.

William H. Currie, general manager, WRAL-AM-FM Raleigh, to WVOT-AM-FM Wilson, both North Carolina, as news and sports director.

Robert C. Foster resigns as treasurer of and relinquishes stock interest in Foster & Creed, rep firm, Boston, effective Oct. 31.

Bruce A. Salvucci resigns as program director-announcer of WCCM Lawrence, Mass.

Bob Miller named director of news and special events, WOHI-AM-FM East Liverpool, Ohio.

Charles D. Wiggs named news director, WCMS Norfolk, succeeding **Lee**

THE TELE-COMMUNICATIONS
PORTA-CASTER
Model 675

Size: 13" x 19" x 46½"
Weight: 90 lbs.
Console only 13 lbs.
Cabinet: Grey unbreakable fiberglass and aluminum with removable legs and cover.

Console completely self-contained (including monitor amplifier) and may be removed for remote broadcasts.

A COMPLETE, COMPACT TRANSISTORIZED PORTABLE UNIT FOR STUDIO OR REMOTE USE

INPUT CONTROLS:
2 Turntables with cue position, 1 Microphone Control with two inputs, 1 Remote Control with high level inputs.

OUTPUT CONNECTIONS:
1 Line Output, 1 P.A. Output with control, 1 External Speaker Output, 1 Phone Output.

EQUIPMENT:
Includes 2 Rek-O-Kut, Rondine B-12 Turntables, 2 Presto PA-1 Tone Arms (with snaplock), 2 G.E. Type 4G-050 Triple Play Cartridges.

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TELE-COMMUNICATIONS CORP.
AN AFFILIATE OF TELEBROADCASTERS, INC.
50 DRUMM STREET, SAN FRANCISCO, CALIFORNIA • YUkon 2-4314

Whitehead, who joins news staff of WTAR-AM-FM-TV, that city.

Irvine B. Hill named account executive with WTAR Norfolk.

Larry Martel joins announcing staff of KPHO Phoenix. Previously, he was associated with WENY Elmira, N. Y.

Bill Beebe to KTOK Oklahoma City as news director.

Joe Patrick, news director, KRUX Phoenix, leaves to join Arizona Air National Guard's 161st Fighter Group as public information officer.

James Jacobsen, air personality and account executive, WCVS Springfield, Ill., joins U. S. Navy as public information officer and officer in charge of Armed Forces Radio VOUS Argentia, Newfoundland.

Frank J. McNally, account executive, Headley-Reed, New York rep firm, named radio sales executive for National Sales, division of RKO General, that city.

John A. Carrigan, formerly with Radio-Tv Representatives Inc., to NBC-TV Spot Sales, Chicago, as account executive, succeeding **John Rohrbach,** who joins Television Adv. Representatives, that city.

Paul C. Holter joins San Francisco offices of NBC Radio Spot Sales as account executive. Mr. Holter formerly was manager of San Francisco radio division, Avery-Knodel, media rep, New York.

Willard Hatch joins KOMO-TV Seattle as news photographer.

Fred Parsons, independent radio newscaster and formerly with NBC Radio News, New York, joins WCBS New York, in similar capacity.

Boyd A. Rippey, Pacific coast manager, Weed Radio-TV Corp., joins Torbet, Allen & Crane, rep firm, San Francisco, as account executive.

PROGRAMMING

Paul L. Jacobson, producer-salesman for NBC Telesales, named vp and general manager, Video Tape Unlimited, New York.

Alvin Sussman, former eastern sales manager, United Artists Associated, New York, elected executive vp of newly established Universal Entertainment Corp., producers and distributors of tv programs, that city.

John Mallon, film traffic controller, ABC, New York, joins Gerald Productions, division of Advertising Radio & Television Services, that city, as administrative assistant to **Henry Traiman,** vp and general manager.

Chilton Ryan, writer-producer-director for NBC-TV's advertising and promotion department, New York, joins Gerald Productions, division of Advertising & Television Services Inc., that city, as account executive.

Martin Roberts, director of promotion and sales service, National Telefilm Assoc., New York, named advertising, promotion and publicity director.

Mel Stuart named supervising producer for *The Story Of,* documentary tv series being produced by Wolper Productions, Hollywood, for Ziv-UA.

Johnny Green appointed musical director for 34th annual *Oscar* show of Academy of Motion Picture Arts & Sciences.

Herbert G. Luft, foreign correspondent and film historian, named associate producer of 30-minute documentary being produced by **Jack L. Copeland,** executive producer of Allied Artists' informational film division, which will tell story of Hollywood Motion Picture & Television Museum.

Fred Simons, video tape engineer, WCBS-TV New York, joins National Video Tape Productions, that city, in similar capacity.

EQUIPMENT & ENGINEERING

Robert G. Butterwick named advertising and sales promotion manager of Rubicon division, Philadelphia, and special systems division, Pottstown, Pa., Minneapolis-Honeywell Regulator Co., Minneapolis.

E. Bruce McEvoy, midwestern regional sales manager, Sylvania Electric Products, New York, appointed distributor sales manager for electronic tube sales, effective Nov. 1. He succeeds **Harold R. Rainier,** retiring.

INTERNATIONAL

Mr. Foster

Mark N. Foster, consultant to Inter-American Literacy Foundation Inc., New York, elected president. Mr. Foster will be in charge of establishing educational communications system of radiophonic schools operating in isolated rural areas of Latin America. Previously, Mr. Foster was public affairs consultant to the White House for Cuban refugee affairs in Miami.

Eric J. Miller, account executive at F. H. Hayhurst Ltd., advertising agency, Toronto, joins Kenyon & Eckhardt Ltd., that city, as account supervisor.

Mengie Shulman, National Telefilms Ltd., Toronto, and previously with VOCM St. John's, Nfld., named general sales manager, G. Norris MacKenzie Ltd., Toronto, radio program distributor.

Blair Paterson, formerly of CHAN-TV Vancouver, B. C., forms own firm, Paterson Consultants Ltd., Vancouver, specializing in short promotion campaigns.

Roch Demers appointed general manager, CJMS Montreal, and **Paul J. Audette** named assistant general manager.

Gary Gray to producer, radio-tv department of Spitzer, Mills & Bates Ltd., Toronto advertising agency.

G. Spracklin, national selective sales division of Canadian Broadcasting Corp., Toronto, named account executive for CHCH-TV Hamilton, Ont.

James M. Murdoch, with VOCM St. John's, Nfld., since 1937, named station manager of new 620 kc, 10 kw station at Grand Falls, Nfld., which is to open soon under same ownership as VOCM.

Bill Williamson, program director, CHEX Peterborough, and CKWS Kingston, both Ontario, named program manager, VOCM St. John's, Nfld.

Charles Noseworthy, formerly of VOCM St. John's, Nfld., named station manager of new 1 kw station on 560 kc to open soon at Marystown, Nfld.

Max Keeping named news director, VOCM St. John's, Nfld.

Al Bruner, general sales manager of CFTO-TV Toronto, to director of sales and marketing at CHCH-TV Hamilton, Ont.

Douglas A. McGowan, formerly of CJIC-TV Sault Ste. Marie, and CKNX-TV Wingham, both Ontario, to program director of CFRA Ottawa, Ont.

Rocco N. Delarso named to radio-tv production staff of McKim Adv. Ltd., Toronto.

ALLIED FIELDS

Philip D. Taylor, assistant vp of public relations, New York Telephone Co., New York, rejoins AT&T, Washington, as public relations director. From 1951-56 Mr. Taylor served as news supervisor and public relations supervisor for AT&T in New York office. In 1957 Mr. Taylor was named news service manager in the Washington office.

Louis C. Stephens, chief attorney in FCC's Rules & Standards Div., and recently on leave of absence representing an international housing corporation, resigns to join law firm of Canter,

Lyon & Stephens, Washington.

J. Russel Smith named chief of Law & Enforcement Office, Safety and Special Radio Services Bureau, Federal Communications Commission. He has been acting in that capacity since appointment of **Irving Brownstein** as assistant chief of bureau.

DEATHS

A. Edward Rood, 62, senior vp in charge of finance and member of board of directors, Foote, Cone & Belding, Chicago, died Oct. 18 at Chicago Wesley Memorial Hospital. Mr. Rood joined Lord & Thomas Adv. (predecessor firm of FC&B) in 1929, as assistant secretary-treasurer, principally to handle finances of late Albert D. Lasker. He was elected vp in charge of finances and secretary of FC&B in 1943, and became director in 1951.

Frank W. Miller Sr., 68, board chairman of Headley-Reed Co., station rep firm, New York, until its sales to Bolling Co., that city, early this year (AT DEADLINE, Jan. 2), died of heart ailment, Oct. 26, in Bronxville, N. Y. Mr. Miller also was president of Kelly-Smith Co., newspaper reps, which operated Headley-Reed as radio division starting in 1936. From 1939 until its sale to Bolling, Headley-Reed had been subsidiary of Kelly-Smith.

Carl A. Schultz, 66, president, Business Music Inc., parent company of WBMI (FM) Meriden, Conn., died Oct. 9, after brief illness.

Buddy Dodson, 33, news photographer, WFBM-TV Indianapolis, died of cancer, Oct. 19, that city. Mr. Dodson, native of Oklahoma City, worked as freelance news photographer in Oklahoma and Texas before moving to Indiana.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 19 through Oct. 25, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Bangor, Me.—Downeast Tv Inc. Vhf ch. 7 (174-180 mc); ERP 63.1 kw vis., 31.55 kw aur. Ant. height above average terrain 818 ft., above ground 182 ft. Estimated construction cost $319,729; first year operating cost $267,000; revenue $361,600. P.O. address 145 Lisbon St., Lewiston, Me. Studio location Hampden, Me.; trans. location Eddington, Me. Geographic coordinates 44° 45′ 30″ N. lat., 68° 33′ 57″ W. long. Trans. RCA TT-5-BH; ant. Alford 1046-P. Legal counsel Dempsey & Koplovitz, Washington, D. C.; consulting engineer Barkley & Dexter Laboratories Inc., Fitchburg, Mass. Principals: **Herbert S. Hoffman** (50%), **Louis J. Borgatti, Melvin L. Stone** (each 20%), **David L. Royte** (5%). Mr. Hoffman is owner of one clothing manufacturing firm and part-owner of two others, owns WBOS-AM-FM Brookline-Boston, Mass., and one-third of WSME Sanford, Me.; Mr. Borgatti owns 50% of WGUY Bangor; Mr. Stone owns 77% of WRUM Rumford, 55.5% of WGHM Skowhegan, 25% of WLOB-AM-FM Portland, one-third of WSME Sanford, and 25% of WGUY Bangor, all Maine; Mr. Royte owns promotion agency and 25% of WGUY. Ann. Oct. 23.

Grand Rapids, Mich.—Atlas Bcstg. Co. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft.; above ground 1,032.5 ft. Estimated construction cost $1,778,461; first year operating cost $1,645,488; revenue $1,822,668. P.O. address 207 Keith Theatre Bldg., 113 Lyon St. N.W., Grand Rapids 2. Studio location Grand Rapids; trans. location near Ravenna, Mich. Geographic coordinates 43° 14′ 53″ N. lat., 86° 01′ 32″ W. long. Trans. GE TT-51-B; ant. GE TY-53-A3. Legal counsel Robert M. Booth Jr., Washington, D. C.; consulting engineer Kear & Kennedy, Washington. Principals include: **Theodore J. Peters** (8.214%), **Titus Hager, William J. Lawrence Jr., Charles A. Smith Jr., Herbert G. Daverman, Lawrence D. Rahilly** (each 7.144%), **Carl S. Herrud** (6.787%) and 35 others. Mr. Peters owns investment firm and 50% of real estate firm; Mr. Hager has lumber and real estate interests; Mr. Lawrence lumber and paper interests; Mr. Smith has petroleum and farming interests; Mr. Daverman has architectural, real estate and telephone interests; Mr. Rahilly has real estate interests; Mr. Herrud owns 55% of sausage-manufacturing firm. **Atlas Bcstg. Co.** is license of WMAX-AM-FM Grand Rapids. Ann. Oct. 18.

Rochester, N. Y.—Community Bcstg. Inc. Vhf. ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; above ground 252 ft. Estimated construction cost $920,741; first year operating cost $1,200,000; revenue $1,300,000. P.O. address 525 Times Square Bldg., Rochester. Studio and trans. location Rochester. Geographic coordinates 43° 08′ 07″ N. lat., 77° 35′ 03″ W. long. Trans. GE TT-51-B; ant. GE TY-70-H. Legal counsel Cottone & Fanelli, Washington, D. C.; consulting engineer Commercial Radio Equipment Co., Washington. Principals: **Joseph W. Alaimo, F. Robert Greene** (each 15.53%), **Elbert H. Carver, Louis A. Cerulli, David S. Rutty, Raymond P. Salamone, Patrick DiGennaro, Rosario J. Stagnitto, Raymond LeChase, James V. Alaimo, Samuel R. Alaimo, Steven L. Alaimo, Anthony S. Alaimo** (each 5.83%), **Michael R. Hanna** (4.85%). Joseph Alaimo is attorney; Mr. Greene owns advertising agency and 25% interest in DePew, N. Y., am application; Mr. Carver is attorney; Dr. Cerulli is physician; Mr. Hanna is general manager of *WHCU Ithica, N. Y.; Mr. Rutty is investment broker; Dr. Salamone is physician; Mr. DiGennaro owns lumber company; Dr. Stagnitto is physician; Mr. LeChase is contractor, James V. and Samuel R. Alaimo have real estate interests; Drs. Stephen L. and Anthony S. Alaimo are physicians. Applicant requests STA to operate station pending FCC action. Ann. Oct. 23.

Existing tv stations

CALL LETTERS ASSIGNED

*WDIQ(TV) Andalusia, Ala.—Alabama Educational Tv Commission; changed from *WAIQ(TV).

*WAIQ(TV) Montgomery, Ala.—Alabama Educational Tv Commission; changed from *WDIQ(TV).

WVUA-TV New Orleans, La.—Coastal Tv Co.

New am stations

ACTION BY FCC

Caro, Mich.—Tuscola Bcstg. Co. Granted 1360 kc, 500 w D. P. O. address 2168 1st St., Bay City, Mich. Estimated construction cost $22,988, first year operating cost $46,000, revenue $52,000. **Robert Benkelman** (66% owner) is operations manager and announcer, WWBC Bay City. Action Oct. 25.

APPLICATIONS

Port Gibson, Miss.—Southwestern Bcstg. Co. of Mississippi. 1320 kc; 500 w D. P. O. address box 571, Hazlehurst, Miss. Estimated construction cost $14,893; first year operating cost $25,000; revenue $30,000. Principals: **Louis Alford, Philip D. Brady, Albert Mack Smith** (each one-third). Mr. Alford is attorney; Messrs. Alford, Brady and Smith own one-third each of WAPF McComb, WMDC Hazlehurst, both Mississippi, and KADL Pine Bluff, Ark. Ann. Oct. 24.

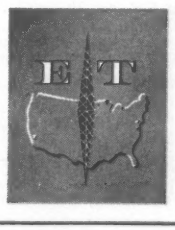
Carolina, P. R.—Mauricio Alvarez-Martin. 1400 kc; 250 w unl. P. O. address 11 D St., Catano, P. R. Estimated construction cost $12,121; first year operating cost $27,980; revenue $30,000. **Mauricio Alvarez-Martin,** sole owner, is electrical engineer. Ann. Oct. 25.

Carolina, P. R.—Angel O. Roman. 1400 kc; 250 w unl. P. O. address 218 Almirante Pinzon, El Vedado, Hato Rey, P. R. Estimated construction cost $23,167; first year operating cost $16,000; revenue $23,000. **Angel O. Roman,** sole owner, is construction contractor. Ann. Oct. 25.

Vega Baja, P. R.—Raul Santiago Roman. 1460 kc; 1 kw-D, 500 w-N. P. O. address box W, Isabela, P. R. Estimated construction cost $15,317; first year operating cost $15,000; revenue $24,000. **Raul S. Roman,** sole owner, is stockholder in WMNT Manati, P. R. Ann. Oct. 19.

DePere, Wis.—Tedesco Inc. 1520 kc; 10 kw D, 1 kw N. P. O. address 1202 Pioneer Bldg., St. Paul, Minn. Estimated construction cost $62,830; first year operating cost $85,000; revenue $100,000. **Tedesco Inc.** has

EDWIN TORNBERG
& COMPANY, INC.



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Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

more than 20 stockholders and is licensee of KWKY Des Moines, Iowa. Ann. Oct. 24.

Existing am stations

ACTIONS BY FCC

WDNG Anniston, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Comr. Lee dissented. Action Oct. 25.

WYAM Bessemer, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Action Oct. 25.

KVIP Redding, Calif.—Granted increased power from 1 kw to 5 kw, continued operation on 540 kc, D. Action Oct. 25.

WMNZ Montezuma, Ga.—Waived Sec. 1.323(b) of rules and granted application for replacement of expired cp for new daytime am station on 1050 kc, 250 w. Action Oct. 25.

WLBK DeKalb, Ill.—Granted increased power from 500 w to 1 kw, continued operation on 1360 kc, D; engineering condition. Action Oct. 25.

WFRL Freeport, Ill.—Granted increased power from 1 kw to 5 kw, with DA, continued operation on 1570 kc, D; engineering conditions. Chmn. Minow dissented. Action Oct. 25.

APPLICATIONS

KIFW Sitka, Alaska.—Mod. of license to change hours of operation from SH to unl. Ann. Oct. 25.

WMRT Lansing, Mich.—Cp to increase power from 500 w to 1 kw and install new trans. Ann. Oct. 19.

WJQS Jackson, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 24.

WNJH Hammonton, N. J.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. Oct. 19.

WADO New York, N. Y.—Mod. of license to change hours of operation from sharetime with WHBI Newark, N. J., to unl. (contingent on application requesting transfer of control of Radio Station WHBI to Bartell Bcstrs. of New York Inc.). Ann. Oct. 20.

WHVH Henderson, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 25.

KTOW Sand Springs, Okla.—Cp to increase power from 100 w unl. to 250 w, 1 kw LS, and install new trans. Ann. Oct. 25.

CALL LETTERS ASSIGNED

KWAC Bakersfield, Calif.—KMAP Inc.; changed from KMAP.

KEVC Fresno, Calif.—Robert L. Lippert.

WXIV Windermere, Fla.—Orange County Bcstg. Co.; changed from WYNZ.

WISZ Glen Burnie, Md.—Southfield Bcstg. Inc.

KRSY Roswell, N. M.—John Burroughs; changed from KSWS.

WFGW Black Mountain, N. C.—Blue Ridge Bcstg. Corp.

KSHA Medford, Ore.—Medford Bcstrs.; changed from KMFR.

WERO Canonsburg, Pa.—Radio Hill Inc.; changed from WCNG.

WPTN Cookeville, Tenn. — Cookeville Bcstg. Co.; changed from WTPI.

WJFC Jefferson City, Tenn.—Jefferson County Bcstg. Co.

KKAL Denver City, Tex.—Yoakum County Bcstg. Co.

KTFO Seminole, Tex.—KSML Bcstrs.; changed from KSML.

KCAS Slaton, Tex.—Star of the Plains Bcstg. Co.

WABH Deerfield, Va.—Deerfield Bcstg. Co.

New fm stations

APPLICATIONS

Mobile, Ala.—Radio Mobile Inc. 97.5 mc; 22.26 kw. Ant. height above average terrain 221.5 ft. P. O. address 525 Donald St., Mobile. Estimated construction cost $24,517; first year operating cost $12,000; revenue $15,000. **Radio Mobile Inc.** is licensee of WKAB Mobile. Ann. Oct. 17.

Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. 96.3 mc; 34.94 kw. Ant. height above average terrain minus 331 ft. P. O. address box 581, Honolulu 9. Estimated construction cost $23,950; first year operating cost $10,000; revenue $12,000. **Hawaiian Bcstg. System Ltd.** is licensee of KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, all Hawaii. Ann. Oct. 25.

Ramsey, N. J.—I & S Bcstg. Corp. 94.3 mc; 1 kw. Ant. height above average terrain 124 ft. P. O. address box 696, Ridgecrest, Calif. Estimated construction cost $10,700; first year operating cost $24,000; revenue $28,000. **Israel Sinofsky,** sole owner, owns KLOA-AM-FM Ridgecrest, Calif. Ann. Oct. 19.

Chester, Pa.—James S. Tisdale. 94.9 mc; 20 kw. Ant. height above average terrain 214 ft. P. O. adress Wolf Bldg., Market Square, Chester. Estimated construction cost $22,010; first year operating cost $15,000; revenue $10,000. **James S. Tisdale,** sole owner, is licensee of WVCH Chester. Ann. Oct. 20.

Spartanburg, S. C.—Belk Bcstg. Co. of South Carolina. 97.5 mc; 72 kw. Ant. height above average terrain 361 ft. P. O. address box 1808, Spartanburg. Estimated construction cost $40,350; first year operating cost $4,000; revenue $5,000. Applicant is licensee of WORD Spartanburg. Ann. Oct. 17.

Tullahoma, Tenn.—Jordan Bcstg. Co. 93.3 mc; 2.59 kw. Ant. height above average terrain 286 ft. P. O. address box 2139, Tullahoma. Estimated construction cost $15,443; first year operating cost $20,000; revenue $24,000. **Edwin B. Jordan,** sole owner, is licensee of WJIG Tullahoma. Ann. Oct. 25.

Laredo, Tex.—Border Bcstrs. Inc. 98.7 mc; 3 kw. Ant. height above average terrain 157 ft. P. O. address box 1638, Station 1, Laredo. Estimated construction cost $12,500; first year operating cost $15,000; revenue $20,000. **Border Bcstrs. Inc.** is licensee of KVOZ Laredo. Ann. Oct. 19.

Existing fm stations

APPLICATION

WDHA-FM Dover, N. J.—Cp to change frequency from 105.5 mc to 104.7 mc. Ann. Oct. 24.

CALL LETTERS ASSIGNED

KNIK-FM Anchorage, Alaska—Northern Tv Inc.; changed from KTVA-FM.

KOGO-FM San Diego, Calif.—KFSD Inc.; changed from KFSD(FM).

WRMI-FM Morris, Ill.—Radio Morris.

WSID-FM Baltimore, Md.—United Bcstg. Co. of Eastern Maryland Inc.; changed from WYOU(FM).

WCEN-FM Mount Pleasant, Mich.—Paul A. Brandt.

KRVN-FM Lexington, Neb.—Nebraska Rural Radio Assn.

WTFM(FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WERC(FM) Erie, Pa. — WERC Inc.; changed from WWYN-FM.

WFMK(FM) Mount Horeb, Wis.—Leon F. Jenkins.

Ownership changes

ACTIONS BY FCC

KBLO Hot Springs, Ark.—Granted (1) renewal of license and (2) assignment of license to George T. Hernreich (KFPW Fort Smith and KAIT-TV Jonesboro); consideration $18,025. Action Oct. 25.

WCRY Macon, Ga.—Granted (1) renewal of license and (2) assignment of license to Middle Georgia Bcstg. Co. (John T. Wheeler, president); consideration $80,000. Action Oct. 25.

WNTA-TV Newark, N. J.—Granted assignment of license of WNTA-TV (ch. 13) Newark, N. J., from NTA Tv Bcstg. Corp. to Educational Tv for the Metropolitan Area Inc. for operation as first vhf educational tv station in that area.; consideration $6,200,000. Comr. John S. Cross dissented. Action Oct. 25.

KYFM(FM) Oklahoma City, Okla.—Granted assignment of license from Bernard Groven and Richard Harry Gundle to KYFM Inc. (James Edward McCarty, Jimmie Lynn Smith and Bernard Groven); consideration $35,000. Action Oct. 25.

APPLICATIONS

KYOS Merced, Calif.—Seeks transfer of 50% of stock in KYOS Inc. from **Lou C. McCormick,** executrix of estate of Glenn E. McCormick (deceased), to **Mrs. McCormick** as trustee for **Glenda Lou Kerr;** no financial consideration involved. Ann. Oct. 18.

KRDO-AM-FM-TV Colorado Springs, Colo.—Seeks transfer of 29.22% of stock in **Pikes Peak Bcstg. Co.** from **Harry C. Hoth** to **Harry W. Hoth Jr.** and **Joan G. Hoth** (as family group); consideration $141,000. Mr. and Mrs. Hoth are present 24.84% owners of licensee. Ann. Oct. 17.

WGES Chicago, Ill.—Seeks assignment of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,600	48	99	852
FM	874	55	167	173
TV	487[1]	68	82	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 26

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	38	18	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC Sept. 30

	AM	FM	TV
Licensed (all on air)	3,600	876	487[1]
Cps on air (new stations)	35	45	59
Cps not on air (new stations)	154	193	92
Total authorized stations	3,789	1,114	657
Applications for new stations (not in hearing)	532	98	32
Applications for new stations (in hearing)	166	26	43
Total applications for new stations	698	124	75
Applications for major changes (not in hearing)	504	71	41
Applications for major changes (in hearing)	116	7	13
Total applications for major changes	620	78	44
Licenses deleted	0	2	0
Cps deleted	1	0	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

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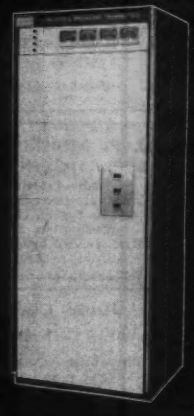

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BROADCAST DIVISION
Lansdowne, Pennsylvania

license from **Radio Station WGES Inc.** to **McClendon Corp.**; consideration $2,000,000. **McClendon Corp.** is licensee of KILT and KOST(FM) Houston, KROW(FM) Dallas, both Texas; WYSL-AM-FM Amherst, N. Y., and WAKY Louisville, Ky. Ann. Oct. 18.

WGCM Gulfport, Miss.—Seeks assignment of license from **E. O. Roden** (40%), **W. I. Dove** (23%), **James E. Reese** (13%), **Zane D. Roden, Bruce H. Gresham** (each 12%), d/b as **E. O. Roden & Assoc.**, to Messrs. **E. O. Roden** (45.45%), **Dove** (26.14%), **Reese** (14.77%) and **Z. D. Roden** (13.64%), d/b under same name; consideration to Mr. Gresham $2,000 for his 12% partnership interest. Ann. Oct. 25.

KPBM Carlsbad, N. M.—Seeks assignment of license from **Coronado Bcstg. Inc.** to **W. C. Taylor** (50%), **Gene Reischman** (27.3%), **J. Kenneth Smith** (11.3%), **Homer F. Glover, J. Raymond Harris** (each 5.7%), d/b as **Taylor Bcstg. Inc.**; consideration $90,000. Messrs. Taylor, Reischman, Glover and Harris own 50%, 20%, 15% and 15% respectively of KGRT Las Cruces, N. M. Ann. Oct. 25.

WSSC Sumter, S. C.—Seeks transfer of 90% of stock in Radio Sumter Inc. from **J. A. Gallimore** (80%) and **Virginia F. Gallimore** (10%) to **C. Edward Damron** (80%) and **Laura Damron** (10%); total consideration $75,000 plus assumption of $10,600 liability. Mr. Damron is vice president, manager and 10% owner of WSSC; Mrs. Damron is housewife. Ann. Oct. 18.

KCAD Abilene, Tex.—Seeks assignment of cp from **Jack Hughes** to **Westgate Bcstg. Co.**, new corporation of which Mr. Hughes is sole stockholder; no financial consideration involved. Ann. Oct. 25.

WPMH Portsmouth, Va.—Seeks assignment of cp from **D. D. Cameron** to **D. D. Cameron** (50%), **Ralph D. Epperson and Earlene Epperson** (each 25%), d/b as **Tidewater Bcstg. Corp.**; consideration voluntary dismissal of application for same facilities by Eppersons and assumption of 50% of construction cost. Ann. Oct. 25.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Sunbury Bcstg. Corp. to change facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, unl., to 1070 kc, 10 kw-LS, 1 kw-N, RA-2, at new trans. site; engineering condition; dismissed as moot Sunbury's petition for expeditious final decision. April 11 initial decision looked toward this action. Action Oct. 25.

■ By decision, commission granted applications of Western Minnesota Bcstg. Co. to change facilities of KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl., and KISD Inc., to increase daytime power of KISD Sioux Falls, S. D., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each subject to interference condition; and denied application of Alexandria Bcstg. Corp. to change facilities of KXRA Alexandria, Minn., from 1490 kc, 250 w, unl., to 1230 kc, 1 kw-LS, 250 w-N. Feb. 7 initial decision looked toward granting applications of KXRA and KISD and denying KMRS. Action Oct. 25.

■ By decision, commission granted application of Tuscola Bcstg. Co. for new am station to operate on 1360 kc, 500 w, D, DA, in Caro, Mich., and denied application of Caro Bcstg. Co. for like facilities. Comrs. Hyde and Lee dissented. Aug. 4, 1960, initial decision looked toward denying both applications. Action Oct. 25.

■ By decision, commission granted application of Brandywine Bcstg. Corp. for new am station to operate on 690 kc, 500 w, DA, D, in Media, Pa., and denied applications of Boyerstown Bcstg. Co. and Dinkson Corp. for new stations on same frequency with 250 w, D, in Boyerstown, Pa., and Hammonton, N. J., respectively. March 7 initial decision looked toward this action. Action Oct. 25.

■ By decision, commission denied petition by James J. Williams for leave to amend his application to specify new trans. site (applicant failed to meet requirements of Sec. 1.311 [b] of rules), and denied his application for new am station to operate on 1450 kc, 250 w, unl., in Williamsburg, Va.; dismissed as moot related petitions by Williamsburg Bcstg. Inc. (WBCI) Williamsburg. Comrs. Bartley and Craven dissented. Supplemental initial decision of May 19 looked toward granting application. Action Oct. 25.

■ By decision, commission granted applications of WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstrs. (WCVI) Connellsville, Pa., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, subject to interference condition, with additional condition to WCVI. Chmn. Minow concurred in result; Comr. Cross not participating. Feb. 20 initial decision looked toward this action. Action Oct. 25.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of David L. Kurtz for new Class B fm station to operate on 101.1 mc; ERP 9.4 kw, ant. height 128 ft., in Philadelphia, Pa. Jan. 30 initial decision looked toward this action. Action Oct. 25.

Announcement of this preliminary step does not constitute commission action in such case but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Radio Co. of Texas County for new am station to operate on 1250 kc, 500 w, D, in Houston, Mo. Action Oct. 24.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward terminating and dismissing proceeding on mod. of license of Marietta Bcstg. Inc. to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10 effective on earliest practicable date prior to expiration of term of license on Dec. 1, 1962, and for remainder of such term. (On March 27 commission amended tv table of assignments to make Bakersfield all-uhf by substituting ch. 23 for ch. 10 in Bakersfield, effective concurrently with expiration of outstanding license for KERO-TV on ch. 10 or upon such earlier date as station may cease operation on ch. 10 in Bakersfield; at same time, it ordered hearing on mod. of KERO-TV license.) Action Oct. 20.

OTHER ACTIONS

Wolverine Bcstg. Co., Wyoming, Mich., Muskegon Heights Bcstg. Co., Muskegon Heights, Mich., Grand Valley Bcstg. Co., Saranac, Mich.—Designated for hearing applications for new am stations of Wolverine on 1530 kc, 500 w, DA-D, Muskegon, 1520 kc, 1 kw with 250 w CH, D, and Grand Valley, 1520 kc, 250 w, D; made Federal Aviation Agency and applicants Lake Zurich Bcstg. Co., Lake Zurich, Ill., Tel. Corp. of Michigan Inc., Jackson, Mich., and Community Service Bcstrs. Inc., Ypsilanti, Mich., parties to proceeding. Action Oct. 25.

Neil N. Levitt, Roswell, N. M.—Designated for hearing application for new am station to operate on 960 kc, D; made KSEL Lubbock, and KGKL San Angelo, Tex., parties to proceeding. Action Oct. 25.

KWBE Beatrice, Neb.—Designated for hearing application to change operation from 1450 kc, 250 w, unl., to 1590 kc, 1 kw-N, 5 kw-LS, DA-2; made Federal Aviation Agency and KNDY Marysville, Kan., parties to proceeding. Action Oct. 25.

■ By letter, commission advised Sangamon Valley Tv Corp. that, since availability of ch. 2 is condition precedent to further consideration of its application for new tv station to operate on that channel in Springfield, Ill., action on that application will be deferred pending resolution of current rulemaking in Doc. 14267 which looks toward transferring ch. 2 from Springfield to St. Louis, Mo., and Terre Haute, Ind. Chmn. Minow and Comr. Craven not participating. Action Oct. 25.

■ By memorandum opinion and order, commission denied petition for reconsideration and extraordinary relief filed by Broadcast Bureau directed against June 27 order which denied petition by Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J., for enlargement of issues in Burlington-Mt. Holly, N. J., am proceeding in Docs. 13931 et al. Chmn. Minow dissented and issued state-

Continued on page 107

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New England city, (population 35,000) has only one radio station but need two people —both manager and sales manager. Young outstanding, salesman with managerial talents and aspirations. Wanted by mature radio operators to take over smallest of group of stations. Excellent remuneration —salary, profit sharing—five figures. Organization offers real future. Send complete resume to Box 631H, BROADCASTING.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

If you have two or more years experience selling in radio on a fulltime basis and you would like to make money, this is what we can offer you. You will sell radio time in the most beautiful and fastest growing area in Florida with top compensation. As our yankee salesman says; "Man! Florida weather, the beach and good money what more could I ask for, join me!" Send resume to Box 288H, BROADCASTING.

Two old, not has-beens AM pros with sports and sales for Michigan fulltimer. Box 561H, BROADCASTING.

Sales: Earn $7,500 plus. Guarantee to start. Substantial account list furnished. Experienced self-starter required, family man desired. Midwest fast growing community. Box 596H, BROADCASTING.

Salesman for eastern metropolitan market. Chance to make good money and chance for advancement to more lucrative position. Station has very good standing in market. Send complete resume. Box 629H, BROADCASTING.

Madison, Wisconsin. Excellent situation and future for right man, strong on sales. Growing multiple market chain, complete resume to Box 643H, BROADCASTING.

Needed immediately a announcer who desires sales experience or announcer with sales experience who is looking for stable organization. Will pay good salary, plus commission to the right man. Radio station, KLEX, Box 358, Lexington, Missouri.

KOLT, 5 kw CBS needs salesman. Prefer first phone combo-man and man from midwest or Rocky Mountain area. Send photo, tape, resume. KOLT, Scottsbluff, Nebraska.

Louisiana, experienced competitive market salesman. Excellent accounts and commissions for right man. Personal interview necessary. Apply John Strength, K-REB, Shreveport.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

Suburban & Chicago—Completing increase to 5 kw. Need experienced successful salesmen desirous of "moving up." Permanent. 25% commission—advance. Send full details first letter. WEAW, Evanston, Illinois.

Salesman (2) send complete resume to F.O. Pease, G.M., WSUG, Clewiston, Florida. No fone calls.

Help Wanted—(Cont'd)

Sales

Southern group—Top rated metro stations, expanding, seeking two potential managers as salesmen—30-40, married. Guarantee, moving, rapid advancement for creative producer. Area applicants preferred. Send photo—complete resume first letter. McLendon Broadcasting, Box 197, Jackson, Miss.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Announcers

Country music dj personality for board shift and part time selling. Florida fulltime all country music station offers wonderful opportunity for a dj who loves country music. Tape, resume to Box 374H, BROADCASTING.

Eastern Pennsylvania chain needs experienced man for 5000 watt station. Excellent salary, ideal conditions, good opportunities. Send tape, resume. Box 519H, BROADCASTING.

Versatile announcer for staff and farm programs on network station in city of 13,000. Illinois. Box 520H, BROADCASTING.

Announcer with experience in upstate New York. Box 620H, BROADCASTING.

Leading station in excellent market—New York area seeks combo man. Strong on engineering, who can qualify as newscaster, top working conditions. Good salary. Fringe benefits. Write Box 625H, BROADCASTING.

Analysis of your audition tape by big market program directors. Tips on style, pace, production and overall improvement. Also get 86 speech jawbreakers, and 25 one line laff getters. Guaranteed return of your tape. Rush $3.50, check or money order, and your tape today to Box 637H, BROADCASTING.

Announcer with vim, vigor and vitality for a good Texas market. Immediate opening. Send tape and background in first letter. Box 642H, BROADCASTING.

DJ with first class ticket. Emphasis on announcing. Personality and ideas. Top job with top station in market. Box 652H, BROADCASTING.

Announcer with at least two years experience needed immediately. Must be a mature-dependable person. Box 658H, BROADCASTING.

Immediate opening for experienced newsman in Pennsylvania. Send details of experience and salary expected. Box 661H, BROADCASTING.

First phone announcer minimum three years air experience, remote control operation, good music format. Salary open, contact James Jae, KHMO, Hannibal, Missouri.

Needed immediately a announcer who desires sales experience or announcer with sales experience who is looking for stable organization. Will pay good salary, plus commission to the right man. Radio station, KLEX, Box 358, Lexington, Missouri.

Immediate opening for strong morning announcer. CBS station with adult music. Send tape and resume to KILO, Grand Forks, North Dakota.

Help Wanted—(Cont'd)

Announcers

Leading full time thousand watt station needs experienced all around announcer at once. Must be capable of adult programming, highly commercial. Salary open but the right man will deserve and justify at least $450.00 a month. Prefer non military obligated man from midwest as personal interview is necessary. Excellent permanent opportunity for man who can qualify. Call Jerrell Shephered, KNCM, Moberly, Missouri, Amherst 3-1600.

Danny White, formerly of WPDQ, Jacksonville, Florida, please contact Bud Connell, at KXOK, St. Louis, Missouri.

Newsman—experienced in gathering-writing-mobile spot reporting and airing five to fifteen minute newscasts. We need a professional sane-sober-reliable individual. . . . Not a psycho or floater. We are equipped with the finest facilities and do the top news work in the area. Send tape and resume to Jim Setters, News Director, KWBB, P.O. Box 486, Wichita, Kansas.

Staff announcer wanted. Location Maryland, Eastern Shore. Experience necessary. Strong news and adult music programming. Sam Cannon, WCEM, Cambridge, Maryland. AC 8-4800.

Announcer: Experienced for 5000 watt station near Philadelphia. Run own board. Good salary, fringe benefits, good working conditions. WCOJ, Coatesville, Pennsylvania.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume to WDDY, Gloucester, Virginia.

Opening for experienced salesman-announcer. Who can assume duties of salesmanager. Prefer morning man background. Excellent future with a newspaper owned station. Send tape, resume to Bill Poole, WFLS, Fredericksburg, Virginia.

Newsman with good reporting sense, authoritative voice for active news department needed for immediate opening. Send tape and resume, or contact by telephone Mr. Bill Frink, Program Director, WIMA Radio, Lima, Ohio, immediately.

Immediate opening for newsman with ability to write, edit tapes, handle air work. Experience and good air voice a must. Contact Bob Capps, WISH, Indianapolis.

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. Marzke, WJUD, St. Johns, Michigan.

WLPM, needs mature voice for quality programming into tidewater Virginia. Send tape and resume or contact Ed Baydush, WLPM, Suffolk, Virginia.

Wanted: young, announcer dj for nonfrantic top 40 format in one station market 60 miles from Nashville. Minimum, one year experience. Must have good delivery for tape recording commercials. Send air check and resume to Murray Chumley, WMSR, Manchester, Tenn. State salary requirements. Do not apply unless you are close enough to come for personal interview.

Morning top 40 personality needed. Rush resume and tape to Johnny Canton, WRAW, Reading, Pa.

Help Wanted—(Cont'd)

Announcers

Pleasant morning announcer, adult music station, good permanent working conditions with latest equipment. Opportunity for advancement. Only experienced applicants considered. Send tape and resume first letter. No collect calls please. Manager, WRTA, Altoona, Pa.

Adult appeal morning man. Experienced. Requirements rigid. $85 start. Call, write pd, WTXL, West Springfield, Massachusetts. REpublic 9-4768.

Experienced combo-announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Two first-phone announcers. New station in southcentral Pennsylvania. Experience not necessary; age no limit. Contact Glenn Winter, Box 1480, Shippensburg, Pa.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Recording Studios, Philadelphia area requires thoroughly experienced control room engineer for live talent production. Disc or magnetic-film experience desirable. Box 599H, BROADCASTING.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Newsman who can gather and broadcast news for network station in city of 13,000. Illinois network station. Box 521H, BROADCASTING.

New England—major indie operation needs good producer. Real opportunity with grow-multiple chain for right man. Resume to Box 538H, BROADCASTING.

Negro newsman—Major eastern market. Live wire, experienced. Writing, gathering "beep" tapes. Resume and tapes to Box 588H, BROADCASTING.

Newsman: Strong on gathering local news, writing and delivery for major morning slot in large metropolitan southwest market. Good voice and delivery a necessity. Send tape and resume immediately to Box 597H, BROADCASTING.

Young man, familiar with off-set and letterpress processes, capable of doing lay-out and general production, including knowledge of types and typography for central marketing and promotion department of radio-tv group. Box 623H, BROADCASTING.

Operations manager wanted by eastern metropolitan market. Must understand station operations. Thoroughly experienced. Must have good references and send resume. Box 630H, BROADCASTING.

News director, 5000 watt regional with accent on statewide news coverage. Must write, collect, broadcast. Good existing news setup. Prefer man with smattering of sports ability. Craig Parker, WDEV, Waterbury, Vermont.

Immediate opening. Top 40 production man with originality and ideas. Must have tape to prove it. Send photo, tape, background to Bill Frosch, WISH, Indianapolis.

RADIO

SITUATIONS WANTED

Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 409H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I'm a wanted man . . . Salesmanager, top 50 market. Loyal and dynamic, outstanding track record in highly competitive market, have figures. Present AAA-I rated employer wants me—but I want opportunity for greater growth . . . perhaps you need a wanted man. Box 504H, BROADCASTING.

General manager . . . available around first of year. Present station being sold. 15 years experience all phases. 37. Family, sober. Active in community affairs. Excellent recommendations include present employers. Organize and develop new station or administer operating concern. Active in sales, etc. First phone many years. Prefer western market 20-50,000 or perhaps small group. Would like eventual partial or full purchase opportunity, though not essential. Box 616H, BROADCASTING.

Twenty years broadcasting. All phases. Independent. Network. Large and small markets. Handled local . . . regional . . . national accounts. Will build your station in to top rating and profits as manager or sales manager. Solid record. Location open. Box 635H, BROADCASTING.

Available immediately, twelve years radio, manager, salesman, chief engineer, announcer. Eddie Lane, Welch, West Virginia, He 6-3354.

Announcers

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

Experienced deejay and newsman—married. Desires work in N. Y., general area. Not a drafter. Tape, resume or personal interview, available upon request. Box 469H, BROADCASTING.

Ayem personality, music, pd 5 kw 600,000 market desires relocation, advancement potential. No first phone; I'm not a chief engineer, but do run tight board with "bits." Intelligently humorous, mature, single, 27, college, car, trade knowledge, experience, tape, ratings, references, resume now. No top 40. Ten hour workday normal; want a hustler? Box 505H, BROADCASTING.

Experienced fast paced dj desires top 40 position. Proved audience builder. Box 533H, BROADCASTING.

Program director/and/or announcer, desires change. 6 years experience in all phases of radio, mostly format. Last 5 years with same corporation. Box 550H, BROADCASTING.

DJ, announcer, newscaster, experienced. Do tight work, run board. Sportscaster. Box 562H, BROADCASTING.

Combo man first phone thirty years. Twelve years play-by-play-news. Chief engineer past five. Desires Alabama or Florida. Non screamer, tape and references. Box 598H, BROADCASTING.

Adults only. A personality who can make you money. Family. 21 years. Box 600H, BROADCASTING.

Announcer with writing, sales and production experience. Single, 35 years of age. Canadian. Now employed with U. S. tv and radio school. Interested in joining progressive network affiliate. Box 602H, BROADCASTING.

Announcer-account executive: Available January, experienced. College, professional training, veteran. No military obligation, desire news exposure. Box 606H, BROADCASTING.

Oklahoma combo 1st FCC. Our needs may be mutual. Write. Box 609H, BROADCASTING.

Negro: Professional background including tv. Age 41. Highly educated. Family man, integrity, talented, dedicated. Deserves break for immeasurable determination, patience, effort, confidence to succeed top position. Non-stereotyped straight announcer. Box 614H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, 10 years experience radio & tv, relocate, available middle of November. Family, service exempt, adult programming, excellent references. Box 604H, BROADCASTING.

Professional. Solid: references. Finest background. Nine years experience. Veteran with college. Know standard and formula. News and production. Box 618H, BROADCASTING.

Too shocking—engineer with announcing experience wishes to return to announcing as combo with light maintenance. Young, married, willing to work. Fast board and good ad-lib. Texas preferred all considered. Box 619H, BROADCASTING.

Need that first job. Speech trained, broadcasting school, some college, third phone. Have good potential and willing worker. Box 624H, BROADCASTING.

A specialist? You bet! This highly experienced airman captures the teenage audience and reaps a small fortune for you with creative, successful advertising and promotional tie-ins during the evening when most adults are glued to the tube! Have the highest rating of any station in your market! Compensate me on the basis of monies earned for you! Fringe benefits include a first phone! Box 628H, BROADCASTING.

150 a week absolute minimum. San Francisco Examiner said: "Could be next Sherwood" when I did summer relief at KGO (50 kw). Sherwood is very very big here. Tight format or personality (It's not that I'll take what I can get . . . I just happen to do both extremely well.) My wife and 4 kids wouldn't let me be a floater or boozer even if I wanted to. Ask for tape, brochure, picture, references. Send no money. Box 632H, BROADCASTING.

TV or radio/tv announcer considered among best in state. 11 years experience including 5 tv. Good voice, very good appearance. References. Minimum $135 weekly. Move anywhere up. Box 633H, BROADCASTING.

Have suit—will commute. I'm looking for a swingin' top 40 operation that's on the move. Know music. Have programming experience. Personality type, not time—temp robot. Married. Currently employed 2 years. #1 rated station in top 30 market. Box 639H, BROADCASTING.

Gal-experienced. Air personality, copywriting, news, some sales. Desires permanent position, single. Tape on request. Box 644H, BROADCASTING.

Announcer—disk jockey, young, some experience. Prefer eastern seaboard, desire to settle down. Box 645H, BROADCASTING.

Tops copy, disk jockey, idea girl, credit. Hire me! Why wait! Box 646H, BROADCASTING.

Negro announcer, dj, tight format, newscaster, mature voice, experienced. Will travel. Box 648H, BROADCASTING.

Announcer and dj. Fully experienced, fast board capacity. Family man. Box 649H, BROADCASTING.

Radio-tv announcer seeks position in New England. Married, steady. Box 653H, BROADCASTING.

Immediately—young, ambitious, experienced, draft-free, vice-free, hungry announcer. Box 654H, BROADCASTING.

Experienced announcer—sportscaster. 27, desires position with responsibility at well organized station. Sports with complete local promotion speciality. Offer consistent, best of ability work and cooperation. Employed. Box 655H, BROADCASTING.

Canadian—17 years as newscaster, writer, program director, commercials . . . deejay. Also tv newscaster. Looking for berth in Florida or other southern state. Info on request. Write Box 657H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

I am interested in helping a station develop good will through a qualified, sincere air personality. I am no prima donna or fast paced immature announcer. My desire is to be with a station programming intelligent, respectful entertainment. My experience covers sixteen years on air and **program** directing. Available immediately. Box 659H, BROADCASTING.

1st phone, announcing experience, junior college diploma, single, age 20. Write Ken Cox, Howe, Oklahoma. Call Poteau, Oklahoma, OL 8-2205.

See for yourself if I have the effective radio voice you are looking for. 31, broadcasting school graduate, some college and sales background. Write, wire or phone Donald Johnston, 5756 N. Fairfield, Chicago 45, Illinois, Ar 1-1202.

First phone personality dj-newscaster. Versatile, creative, tight board. Experienced pop, timing, straight announcing, classical. Send full details: Rick Knapp, 2223 North Fair Oaks Avenue, Altadena, California.

Good man wants good position with good station. Five years sportscasting-staffer, radio-tv. Family, college, reliable; wants only sound permanent operation. Larry Myers, 725 Indiana Ct. #2, El Sequndo, California. EAstgate 2-5605.

Combo-man with limited experience desires station in Florida or surrounding states. Mature with liking for good music. Fair announcer with first phone. Bob Mundy, 1250 Emeralda Drive, Orlando, Florida.

Two years experience, 18 months as Chicago's midnight flyer. Prefer a good music, public relations, production minded station. Family and I need $100+. Rick Wade, 132 N. Leamington, Chicago, Illinois. ES 8-8137.

Technical

Engineer 25 years experience, 8 tv desires position as studio and or transmitter technical supervisor of aggressive station. Remote experience. Warm climate preferred. Box 347H, BROADCASTNG.

Broadcast engineering specialist. 18 years construction, rejuvination, proof of performance, chief since 1944. Family man, sober, 3 years present position. Desire south or pacific northwest. Box 513H, BROADCASTING.

Engineering position desired in southwest. Formerly KXKW, Married. First class ticket. Contact—Ray Loper, 1221 Neblett, Stephenville, Texas. Phone Woodlawn 5-3357.

C.E. 4 years. 1 kw daytime. No announcing. Available. Anthony Ostopoff, P.O. Box 3681, Charlotte 3, North Carolina. Phone 334-2661.

Production—Programming, Others

Hardworking, creative newsman leaving New York metropolitan area station after year. Also 2 years newspaper magazine editorial, 2 years armed forces radio. Married, 30, Harvard graduate. Prefer large metropolitan areas. Excellent developing features, lively angles, editorials in-depth coverage, sports ideal for tv/radio combination, available immediately. Box 543H. BROADCASTING.

Newsman—gather, write and air—two degrees. On air 10 years, 3 years in news including newspaper. Box 544H, BROADCASTING.

Sports director: five years broadcasting basketball, football, and some baseball. Also excellent newsman. Box 573H, BROADCASTING.

Newsman — experienced, competent all phases news operation. Seeking station with mature news concept. Tape, resume, references. Box 586H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News or public affairs director. Radio and/or television. National award winner. Special events, documentaries, public affairs, editorials. References. Now 50 kw. Box 607H, BROADCASTING.

Commercial copy that sells! Expert spot production, sales promotion. 17 years radio. Stuart. Box 621H, BROADCASTING.

Gal Friday-New York City. Radio-tv film production, pr, promotion assistant. College degree in broadcasting. Box 627H, BROADCASTING.

Program manager and/or operations manager—over eight years in production and operations—four years programming. Excellent references. Prefer west or southwest. Box 636H, BROADCASTING.

Radio-tv newsman, reporter-photographer-airman . . . 8 years major metropolitan areas. Box 660H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Top station needs aggressive, young knowledgeable salesman-sales development salesman. If you want outstanding opportunity and earnings with leading CBS affiliate in one of top ten major markets, this is it. Our staff knows of this ad. Rush resume, photo. We move fast. Box 592H, BROADCASTING.

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Announcers

Network affiliate—south. If you have ability as a tv announcer to portray sincerity, salesmanship, authority, send resume, tape, photo to Box 589H, BROADCASTING. Could be excellent opportunity for one not now in tv.

VHF all networks need all-around tv announcer for on-camera commercial news, emcee, sports, etc. Prefer background in secondary market tv. Top radio man without tv experience could qualify. Opportunity to advance in production and directing. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, Channel 7, Box 957, Tyler, Texas.

Technical

Expanding midwest station group desires experienced, competent tv transmitter and maintenance technicians. Ideal family living conditions. Good pay and future for men who want to progress. Write Box 593H, BROADCASTING.

Maintenance technician—maximum power uhf tv station in city of culture and tradition. Chesapeake Bay and mountains nearby offer wide variety recreation. Small technical staff being beefed up. Rapid advancement for man who demonstrates know-how and leadership. Can't use beginners, mail order students or drifters. Box 603H, BROADCASTING.

Southwest growing vhf station needs engineer with first phone-experienced in studio or transmitter operation and maintenance. Good pay. Send resume to Box 608H, BROADCASTING.

Transmitter operator some experience necessary. Small station, Rocky Mountain area. Also opening for video switcher-director. Prefer licensed man. State salary and availability first letter. Box 610H, BROADCASTING.

Transmitter operator for KMVI-TV, Maui. Television experience not necessary, but valid first class radio-telephone license is essential. Work 40 hours in three days, four days off each week. Write or call KMVI-TV, Wailuku, Maui, Hawaii.

TV transmitter engineer, first phone license, no experience necessary. Contact Jerry E. Smith, V.P. for Engineering, P.O. Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Production—Programming, Others

Producer-director. Excellent production opportunity with leading midwestern tv station doing above average live program schedule. Production experience required, good creative background desirable. Send detailed resume and salary requirements to Box 390H, BROADCASTING.

Wanted: station artist. Background in tv art helpful but not a must. Send resume with salary requirements to Box 546H, BROADCASTING.

TELEVISION

SITUATIONS WANTED

Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 410H, BROADCASTING.

Selling general manager. 37; college graduate; thoroughly experienced 18 years—8 years television. Can triple ratings and profits; enhance quality image. Have done it; am doing it. Box 626H, BROADCASTING.

TV sales manager wants to relocate in tv or radio. Eight years of solid, successful sales background through the ranks, including local, regional and national. Agency experience. Will manage local sales department and sell regional and national. Midwest market preferred. Box 638H, BROADCASTING.

Sales

Executive-type salesman experienced in major and medium sized markets interested in sound, permanent connection. Presently employed with seven years television sales and ten years radio sales and management. Mature, married, sober. Excellent record with best references past and present employer. Box 585H, BROADCASTING.

Seeking tv executive position with station, film company, agency or client. Offer 12 years experience. National sales manager tv film production and syndication, sales for major New York tv rep., and tv station sales, Los Angeles. Box 656H, BROADCASTING.

Announcers

TV announcer, intelligent, good voice, appearance. Most professional in market. 10 years radio/tv. Looking only for major market. $160. Prefer in-person audition but will send audio tape. Box 634H, BROADCASTING.

Technical

TV engineer experienced in maintenance and operation of television transmitter and microwave equipment seeks opportunity to work for station in Florida or near-by state. Responsible. excellent references. Box 587H, BROADCASTING.

Looking for permanent position as chief, or assistant in medium, or small market. Experienced in all phases of radio and television. Good reason for moving. Box 591H, BROADCASTING.

TV maintenance engineer—supervisor. 10 years experience. All phases. Box 611H, BROADCASTING.

Desire job in south or west. 8 years in radio- 3 years in tv. D. C. Kenny, 1708 Lucile, Wichita Falls, Texas. Phone 767-0917.

Technical school grad. Experienced in transmitter maintenance, plus studio. Desires studio or studio and transmitter position. Age 27, single, free of draft. Interested in smaller station with varied duties. J. G. Wilson RR #2, Monmouth, Illinois. Phone 1039.

Situations Wanted—Announcers

Production—Programming, Others

Newsman, versatile, creative, a year New York area radio. 2 years armed forces network. Much magazine newspaper editorial experience. Harvard graduate 30, married. Can handle studio and remote work, knowledge photography. Personable, would consider radio-television combination. Box 542H, BROADCASTING.

Newsman. Experienced two degrees. Gather, write and air. Seek better opportunity. Box 545H, BROADCASTING.

Program manager—5 years assistant program/film director/operations manager. Thoroughly grounded in sales and accounting. Experienced in organization and administration. Background all phases documentary film production. College graduate. Box 549H, BROADCASTING.

Director. Top 20. College. 5 dependents. Seven years experience. $720. Box 605H, BROADCASTING.

Announcing, directing, production, programming. Eight years experience. Excellent references. Resume available. Write or phone Herb Buck, 602 Ohio Avenue, Fort Pierce, Florida.

Educational television: Producer-director, engineer & instructor. B.S. in speech, experience in commercial broadcasting, able to instruct in speech & drama. Position where graduate work is available, designed, but not necessary. Resume available. Write: Michael P. Stowers, 1404 N. Franklin Ave., Bloomington, Illinois.

FOR SALE

Equipment

Tower—excellent condition—1120 feet high less antenna-50 pound design, elevator, now standing may be inspected. Available in about 12 months. Box 337H, BROADCASTING.

For sale a very clean 250 watt transmitter, modulation monitor and frequency monitor. Won't last long. Rush reply. Box 601H, BROADCASTING.

RCA MI-7330 50 kw short wave broadcast transmitter, 6 to 22 mc. For further details Box 640H, BROADCASTING.

Gates M5144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

One used R. E. L., Inc. 10,000 watt fm broadcast transmitter complete with 1,000 watt driver and interconnecting wiring. Transmitter type No. 518-DL, including R. E. L. type 600 frequency modulation monitor. Immediate delivery. Capital Broadcasting Company, Inc., Virgil Duncan. Chief Engineer, 2619 Western Boulevard. Raleigh, N. C., Telephone 828-2511.

Am, fm, tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Repair exchange—Rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Sigma Electric Co., Inc., 11 E 16 St., New York 3, N. Y.

WANTED TO BUY

Equipment

Used equipment for one kilowatt fm operation. Need everything. Quote price. Box 461H, BROADCASTING.

For sale as a package or separately. 250 watt GE transmitter, duel GE console, GE limiter amplified—two presto turn tables good condition. Box 615H, BROADCASTING.

Wanted to buy Ampex 350 or 352 tape recorder. Must be in working condition. Write giving price and condition to KBIM, Box 910, Roswell, New Mexico.

Wanted: RF bridge, GR 916 or equivalent. Will buy or rent. Write chief engineer, KSYL, P. O. Box 1489, Alexandria, La.

Wanted: Microwave unit and or related mobile equipment for uhf under construction. Please contact Harold Gann at TW 7-5021, Kingsburg, California. Box 521.

Wanted: Frequency monitor, modulation monitor, limiting amplifier, turn table and tower. Radio Summerville, Inc., Box 384, Summerville, South Carolina.

Want: Hewlett-Packard 330-B or General Radio 1932A distortion meter. J. E. Thompson, 908 Burns, Flossmoor, Illinois.

WANTED TO BUY

Stations

Radio station in Ohio, Indiana, Illinois, Michigan or Wisconsin. Have $30 000 down. Send details. Box 522H, BROADCASTING.

$50,000 cash as down payment on a struggling metropolitan or profitable medium market operation. All considered. Confidence assured. Box 528H, BROADCASTING.

Wanted to Buy—(Cont'd)

Stations

An experienced operator, well known in the trade, has 80-90 thousand to invest in a realistic offer. Prefer 29% down with workable terms on balance. Will assume active management. Confidential. Box 612H, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School. 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC License in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 8. Pathfinder, 5504 Hollywood Boulevard, Hollywood, California.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Will swap 250 watt transmitter for new Ampex 300. Call 583-2727, w. THE, Spartanburg, South Carolina.

Paying $1,000.00 yearly for 15 minutes daily. Pay in advance monthly. Christian overseas news. Reply only if you program minimum two hours daily religion. Gospel Radio Broadcasters, 5810 Camellia Avenue, North Hollywood, California.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Anyone knowing whereabouts of Oral Frank Osman (Bob Fields), please contact Elkins Institute of Radio & Electronics, 2603 Inwood Road, Dallas 35, Texas.

First aid to ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For free sample write "The Weekly Prompter," Radio Division, 4151 W. Lake Ave., Glenview, Ill.

MANAGER WANTED

Indiana 1,000 watt fulltime, city of 100,000, wants a man who is currently employed as manager. Good executive and good salesman (must handle $50,000.00 himself in local billing). Know sales nationally. Must have social wife so couple can fit into community fast. Must know all about running a radio station, handling personnel, FCC rules, etc. Must have good backgroud and lots of radio references. All info confidential. Air mail picture and complete story to *Box 617H, BROADCASTING.* HARD WORKER WHO WANTS TO ADVANCE and MAKE $15,000.00 Plus Now, and $25,000.00 three years from now—APPLY!

Business Opportunity

Recently sold interest in small competitive market. Looking at radio facility in large western market. Seeking one or two investors. Box 345H, BROADCASTING.

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

Record prexy wishes to invest $10,000 to $15,000 as partner in new or existing station; anywhere U.S.A., but prefer S. Florida, S. Jersey, Philadelphia or N.Y.C., areas. Write "New Frontiers." Box 651H, BROADCASTING.

RADIO

Help Wanted—Sales

EXTRA INCOME

$1000 to $5000 per year
In your spare time

A well known midwest manufacturer of broadcasting equipment is seeking a field representative in each of the 50 states. Technical knowledge is not required. A station manager, program manager, chief announcer, engineer, or chief engineer—anyone experienced in the broadcast industry, who knows the broadcasting in his state—can earn up to $5000 annually.

The product is the most accepted in its field. It is equipment that every radio and television station needs today. Selected representatives will be paid generous commissions for direct sales as well as referrals.

Your spare time—your knowledge of the industry—your contacts in your home state—can pay you handsomely and not detract from your present employment.

Send details of your broadcasting experience and present employment to Box 647H, BROADCASTING. All inquiries will be held in strictest confidence.

Washington, D. C., Quality Music Station has opening for experienced salesman or saleswomen. This is an opportunity with group operation that promotes from within. Salary, commission, hospitalization and retirement plans. This opening is necessitated by death of staff member with 8 years standing. Reply in confidence to Ted Dorf, station manager, WQMR, Wisconsin Bldg., Washington, D. C.

Help Wanted—(Cont'd)

Sales

Need two good salesmen, one for radio (KGNO) and one for television (KTVC), to work protected areas and inherit existing accounts. We sell on term contracts and specialize in good service. Men we are looking for might be young men hopelessly outranked by senior men in larger markets. Interested in personable "soft sell" men who can build client relationship, and provide good steady service on stable accounts. No drifters or "hot shots." Liveable draw and a fair commission. Contact Wendell Elliott, Dodge City, Kansas.

Announcers

$15,000 PLUS
for
MORNING MAN

Major eastern metropolitan radio market. Modern pop music format. The competition is tough, but good man can help us beat them. Must have minimum 3 years experience. Tape and resume held in strictest confidence.

Box 474H, BROADCASTING

Production—Programming, Others

NEED GOOD AGENT

Independent writer-producer seeks services of talent and literary agent who enjoys respect of television network and 4-A agency heads. Have material and sponsors for 39 half-hours on two networks. Agencies also please contact.

Box 641H, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEW YORK PERSONALITY

Shows and news on WNEW, WCBS, WNTA. Want Program Director-Personality combo but will not overlook either job separately. If you think I'm expensive, you're wrong. Only stations in the top 15 markets need answer.

Box 650H, BROADCASTING

RADIO

Situations Wanted—Management

HUSBAND AND WIFE MANAGEMENT TEAM

With $20,000 or $25,000 to invest in small or medium size midwest fulltime radio station. Completely versed in national, regional and local sales as well as the financial aspects of station operation. Write Box 3276, Grand Central Station, New York 17, New York.

UNBEATABLE OUTSTANDING HUSBAND AND WIFE MANAGEMENT TEAM

Let us put your station in top notch sales position in your market. Offer combined experience of 39 years in network, national, regional, local selling. Both television and radio experience. Well versed in financial aspects of station operation. Capable of taking complete charge. Excellent opportunity for absentee or group ownership. Best references. Write Box 3276, Grand Central Station, New York 17, New York.

TELEVISION

Situations Wanted—Management

TV GENERAL MANAGER

Top level executive available for large or medium market TV operation . . . 20 years experience *ALL PHASES.* Can stand rigid investigation. . . . Fully qualified to assume complete management responsibility or as executive officer of your corporation. . . . Am former station owner-operator and corp. President . . . have capital for investment in good station with aggressive future plans, or will discuss joining forces with substantial principals interested in purchasing TV properties. Write in confidence with full disclosure of identity.

Box 622H, BROADCASTING

AUDITIONS
NEWSMEN AND DJ's

Call, write or send tape to:

Chuck Blore

KFWB • 6419 Hollywood Blvd. • Hollywood 28, Calif.
Phone HOllywood 3-5151

Labor dispute exists*

Help Wanted—(Cont'd)

Sales

Aggressive, experienced salesman with proven record of selling success to serve as account executive in the West Coast Division of a major television film producer and distributor. Excellent opportunity for right man. Top draw against commission plus transportation expenses. Send resume and sales record. Box 489H, BROADCASTING.

TOP

NEWSCASTER

For West Coast television station. Must research, write, edit and report own news. Interested ONLY if you're presently #1 in your own sizeable market. NOT interested in arrow-collar-announcer. Looking for versatile, hard-working, personable NEWSMAN worth $30,000-$40,000 a year. Send facts with 16MM print or VTR (we'll return) of current newscast to:

TV TALENT

Box 2710

Hollywood 28, Calif.

MISCELLANEOUS

Moving?

Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

MERCURY CONSULTING SERVICE

Consultants to the Broadcast Industry
Management Consultation—Taxes
FCC Applications — License Renewals
Station Negotiations — Personnel Search
Research — Engineering — Labor Relations

Stokes Gresham, Jr.
7525 Gypsy Hill Road
Indianapolis, Indiana

FOR SALE

Equipment

ATTENTION TV ENGINEERS

Add reliable control circuits to your existing STL. Equipment compatible with RCA diplexers.

Write for Details

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

FOR SALE

Stations

PACIFIC NORTHWEST REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.

Box 209H, BROADCASTING

WE APOLOGIZE

Rec'd offer on October 9th ad of Florida fabulous East Coast station before ad appeared.
But now have daytimer available. Can go fulltime on Florida Gold Coast—with long pay out.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

FULL TIME NEVADA

Sacrifice at $90,000. 29% down. 5 years. Ideal for owner-operator.

Box 476H, BROADCASTING

$35,000.00

Buys Texas Daytimer in oil-cattle-farm area. Land and buildings included. Family difficulties force sale.

Box 594H, BROADCASTING

MAJOR MARKET

5000 watt-non-directional—specialized programming . . . good terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

For Sale—(Cont'd)

Stations

FLORIDA

North—fulltime facility—good market—rated number one on the air over 20 years. Making money. Excellent terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

Pa	single	daytimer	85M	25M
Ore	single	daytimer	75M	29%
Midwest	single	500 w-D	100M	terms
La	small	daytimer	40M	9dn
NW	medium	fulltime	107M	terms
Gulf	metro	1kw-D	116M	29%
Plains	capital	daytimer	90M	29%
Fla	major	rated FM	65M	10dn
South	major	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

OREGON MAJOR MARKET. New listing. Asking $215,000 with 29% down. Good terms. "A GUNZENDORFER Exclusive."

ARIZONA 250 WATTS FULLTIMER. Asking $78,000. Has real estate. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers . Financial Consultants

La. single $40,000—La. single $26,950—La. major $100,000—Okla. single $100,000—Tex. medium $160,000—Tex. single regional $145,000—Tex. single $59,750—Ark. major $180,000—Tenn. major $375,000—Fla. major power $550,000—Fla. major power $237,000—Tex. metro $275,000—N.M. regional $150,000—N.M. fulltimer $160,000—Calif. single regional $100,000—Miss. single $45,000—41 radio listings $26,950 to $865,000—7 tv $150,000 to $4,000,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Daytimer. Asking $75,000. $15,000 down.
NORTHWEST. Daytimer. Exclusive. Asking $28,000. $12,000 down.
NORTH WEST CENTRAL. Daytimer. Profitable. $90,000. 29% down.
SOUTHWEST. Full time. Asking $75,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

Continued from page 100

ment; Comrs. Bartley and Craven dissented. Action Oct. 25.

■ By memorandum opinion and order, commission denied petition by Wireline Radio Inc. for bill of particulars, revision and/or clarification of issues and procedures in hearing on its application for renewal of license of WITT Lewisburg, Pa. Comr. Craven not participating. Action Oct. 25.

■ Commission scheduled following proceedings for oral argument on Dec. 7 and Dec. 8: Northeast Radio Inc. (WCAP) Lowell, Mass.; Washington Bcstg. Co. (WOL) Washington D. C., et al; Greater Princeton Bcstg. Co., Princeton, N. J., et al; and G. Stuart Nixon, San Jose, Calif., and Franklin Mieuli (KHIP[FM]) San Francisco, Calif. Action Oct. 25.

Routine roundup

■ By order, commission granted motion by Columbia Bcstg. System Inc. to extent of (1) affording those who filed comments in tv option time proceeding right to submit reply comments by Nov. 6 and (2) postponing to 9:30 a.m. Nov. 17 oral argument previously set for Nov. 3. Parties (all of whom filed comments and notices of intention to participate in argument) will each be limited to 30 minutes for presentation and will be heard consecutively in following order: American Bcstg. Co., Columbia Bcstg. System Inc., National Bcstg. Co., Select Committee of Affiliates, ABC Tv Network; CBS Tv Affiliates, Special Committee; NBC Tv Affiliates, WBEN Inc., Westinghouse Bcstg. Inc., Station Representatives Assn., Times-Mirror Bcstg. Co. (KTTV [TV]), Ziv-United Artists Inc. Action Oct. 20.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted petition by Jackson Bcstg. & Tv Corp. (WKHM) Jackson, Mich., and extended to Oct. 16 time to file exceptions to initial decision in proceeding on its am application. Action Oct. 20.

By Commissioner Frederick W. Ford

■ Granted petition by Willamette-Land Tv Inc., and extended to Oct. 30 time to reply to petition by Broadcast Bureau to enlarge issues in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action Oct. 17.

■ Granted petition by Robert S. Taylor and extended to Oct. 25 time to file reply to petition by Clarence Everett Jones to enlarge issues in proceeding on their applications for new am stations in St. George and Aiken, S. C. Action Oct. 17.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled oral argument for Oct. 26 on joint petition by Oklahoma Bcstg. Co. and Sapulpa Bcstrs., applicants for new am stations in Sapulpa, Okla., for approval of agreement contemplating merger of their interests. Action Oct. 23.

■ Granted motion by WTWV Radio, Tupelo, Miss., and extended from Oct. 20 to Oct. 31 and from Oct. 27 to Nov. 7, respectively, dates for filing proposed findings and replies in proceeding on its application for new am station in Tupelo which is consolidated in Doc. 14135 et al. Action Oct. 20.

■ Granted request by Bloomington Bcstg. Corp. (WJBC-AM-FM) Bloomington, Ill., and accepted its written appearance filed late in proceeding on its applications for mod. of licenses. Action Oct. 20.

■ Granted petition by Metromedia Inc. for dismissal of its application for new tv station to operate on ch. 12 in Wilmington, Del., but dismissed application with prejudice and retained in hearing status the remaining applications in consolidation. Action Oct. 20.

■ Scheduled prehearing conference for Nov. 17 and hearing for Dec. 21 in proceeding on applications of Champion Electronics and Edwin A. Niehay for new am stations in Provo, Utah. Action Oct. 19.

■ Dismissed with prejudice for failure to prosecute application of J. C. Henderson for new am station in Dadeville, Ala.,and retained in hearing status applications of Radio Alexander City and Clay Service Corp., for new am stations in Alexander City and Ashland, both Alabama. Action Oct. 19.

By Hearing Examiner Charles J. Frederick

■ Upon consideration of answer of Mandan Radio Assn. Inc. to Broadcast Bureau's request for extension of time to file proposed findings in matter of revocation of license of am station KBOM Bismarck-Mandan, N.D., gave notice to all parties that examiner's order of Oct. 16 granting Broadcast Bureau's request was based solely upon admittedly heavy workload of personnel of bureau and not on any allegations of material fact of adjudicatory significance contained in Bureau's motion. Action Oct. 23.

■ Granted petition by applicant and continued Oct. 19 hearing to Nov. 20 in proceeding on application of Willamette-Land Tv Inc. for new tv station on ch. 3 in Salem, Ore. Action Oct. 19.

■ Granted petition by Broadcast Bureau and continued from Oct. 16 to Nov. 6 and from Oct. 27 to Nov. 14 time to file proposed findings and replies in matter of revocation of license of Mandan Radio Assn. for KBOM Bismarck-Mandan, N. D. Action Oct. 16.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Oct. 18 to Nov. 17 time to file proposed findings in proceeding on am applications of Radio Quests Inc., Willoughby, and WHOT Inc. (WHOT) Campbell, both Ohio. Action Oct. 18.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Seward Bcstg. Inc. and extended from Oct. 23 to Nov. 20 date for exchange of exhibits and continued Oct. 30 hearing to Nov. 29 in proceeding on its application and Saltville Bcstg. Corp. for new am stations in Marion and Saltville, Va. Action Oct. 20.

■ On own motion scheduled further prehearing conference for Oct. 23 in proceeding on applications of Maricopa County Bcstrs. Inc. and Maryvale Bcstg. Co. for new am stations in Mesa, Ariz. Action Oct. 20.

■ Scheduled oral argument for Oct. 20 on request by WHYY Inc. that Wayne and John Rollins, principal stockholders of Rollins Bcstg. Inc., be produced for cross-examination at Oct. 26 hearing, or some other date convenient, and opposition by Rollins and request for oral argument in Wilmington, Del., tv ch. 12 proceeding. Action Oct. 19.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Radio Co. of Texas County, reopened record in proceeding on its application for new am station in Houston, Mo., to receive in evidence its Exhibit No. 17, and again closed record. Action Oct. 20.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Nov. 7 in proceeding on applications of Community Service Bcstrs. Inc., for new am station in Ypsilanti, Mich., et al. Action Oct. 18.

■ Scheduled further prehearing conference for Nov. 7 in proceeding on applications of Kent-Ravenna Bcstg. Co. for new am station in Kent, Ohio, et al. Action Oct. 18.

By Hearing Examiner Forest L. McClenning

■ Granted joint petition by applicants and continued date for formal exchange of all exhibits from Oct. 20 to Nov. 20, further prehearing conference from Oct. 23 to Nov. 24, and on own motion continued Oct. 30 hearing to Dec. 4 in proceeding on applications of Eastern Bcstg. System Inc. for new am station in Brookfield, Conn., et al. Action Oct. 19.

■ Granted request by Earl Perrin Co. and extended from Oct. 18 to Oct. 24 time to file reply findings in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., et al. Action Oct. 17.

BROADCAST ACTIONS
by Broadcast Bureau

Action of Oct. 23

KIMN Denver, Colo.—Granted cp to change ant.-trans. location, install new trans.; remote control permitted while using non-DA (daytime).

Actions of Oct. 20

WLBW-TV (ch. 10) Miami, Fla.—Granted mod. of cp to change aur. ERP to 141 kw with vis. ERP 288 kw, type trans., ant., studio and trans. locations, make changes in equipment and ant. height to 880 ft.

KALA(TV) Wailuku, Hawaii—Granted cp to change ERP to vis. 29.8 kw aur. 16.4 kw, and type trans.

KIKI Honolulu, Hawaii—Remote control permitted.

WKDL Clarksdale, Miss.—Granted change of remote control authority.

Actions of Oct. 19

■ Granted cps for following new vhf tv translator stations: Seligman Recreation Assn. on ch. 6, 10, Seligman, Ariz., to translate programs of KVAR ch. 12 and KOOL-TV ch. 10 Phoenix, Ariz., latter via intermediate translator station; Glenwood Tv Club on ch. 13 and 6 Glenwood, N. M., KROD-TV ch. 4, El Paso, Tex., KGUN-TV (ch. 9) Tucson, Ariz.; Anaconda Tv Assn. Inc. on ch. 10 and 8 Anaconda, Opportunity and Warm Springs, Mont., KMSO-TV ch. 13 Missoula, via intermediate translator, and KMSO-TV ch. 13 Missoula; Ridgway Tv Assn. on ch. 3 Ridgway, Colo., KREX-TV ch. 5 Grand Junction, Colo., conditions; Sevier County ch. 12 Koosharem, Utah, KSL-TV ch. 5 Salt Lake City, Utah.

K78AS Santa Rosa, N. M.—Granted license for uhf tv translator station.

KHQL-TV Sterling, Colo.—Granted assignment of cp to Steuer Bcstg. Co.

KUFM El Cajon, Calif.—Granted authority to remain silent until action is taken on transfer of control to be filed; conditions.

KBBR North Bend, Ore.—Granted authority to sign off at 7 p.m. for period commencing Oct. 16 and ending April 15, 1962, except for special events when station may operate to licensed sign-off time.

WNAD Norman, Okla.—Granted cp to install new ant. system.

KWHW Altus, Okla.—Granted mod. of cp to change type trans.

Actions of Oct. 18

WTKM Hartford, Wis.—Granted transfer of control from John W. Cleary, et al., to Ralph Schewe and Galen Brunner.

WENK Union City, Tenn.—Granted license covering increase in daytime power; and license to use old main trans. as auxiliary trans.

WYNK Baton Rouge, La.—Granted authority to remain silent for period ending Jan. 20, 1962; conditions.

Juliaetta Tv Assn., Juliaetta, Idaho—Granted cps for three new vhf tv translator stations on ch. 9, 11 and 7 to translate programs of KXLY-TV (ch. 4), KHQ-TV (ch. 6) and KREM-TV (ch. 2) Spokane, Wash.

KPLC Lake Charles, La.—Granted change of remote control authority.

Translators

Yosemite Park and Curry County, Yosemite National Park, Calif.—Granted cps for four new vhf tv translator stations on ch. 6, 7 and 9, to translate programs of San Francisco stations *KQED-TV (ch. 9), KRON-TV (ch. 4), KPIX (TV) (ch. 5) and on ch. 13 to translate programs of KSBW-TV (ch. 8), Salinas. Comrs. Bartley and Lee dissented. Action Oct. 25.

License renewals

Following stations were granted renewal of license: WQAM Miami, Fla.; WTIX New Orleans, La.; WKJB Mayaguez, WIAC San Juan, both Puerto Rico. Action Oct. 25.

Rulemakings

PETITION FILED

Sec. 3.606 Sarkes Tarzian Inc. Tv Station WTTV Bloomington, Ind. (10-18-61)—Requests amendment of rules so as to delete ch. 4 from Bloomington, Ind., and to assign it to Indianapolis, Ind. Further requests issuance of show cause order to Sarkes Tarzian Inc. to specify that Station WTTV shall operate on ch. 4 in Indianapolis, Ind. Ann. Oct. 20.

For Sale—(Cont'd)

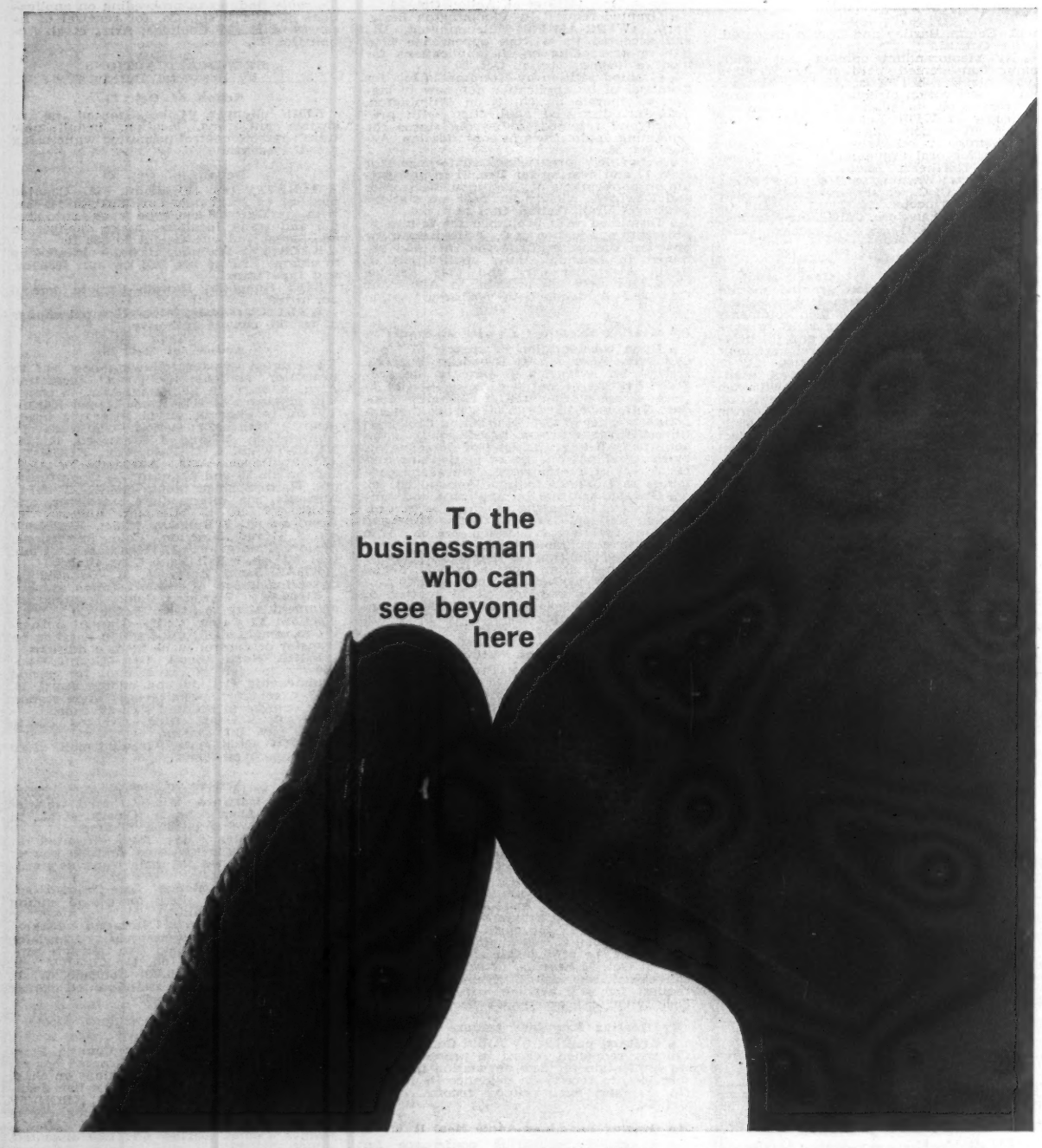
Stations

FOR SALE

TV & Radio properties in expanding communities, midwest. Contact Box 595H, for particulars.

"Combination studio-transmitter daytimer in single market for sale. Excellent set up for owner-operator. Equipment in top condition. Priced reasonably with terms.

Box 613H, BROADCASTING



Our population is growing, moving, shifting. And more people than ever need more goods—opening new areas in which to build your business, to provide more jobs in America's growing economy.

But how? And where? These key questions are answered best by marketing research, often costly and time-consuming. But it doesn't have to be. And it isn't—if you consult your U.S. Department of Commerce. On file, it has a 135-million-dollar fund of marketing data—vital and valuable up-to-date facts. Yours for the asking.

You'll find information in depth on U.S. business, manufacturers, housing and many other basic aspects of marketing. It will help you pinpoint your profit potential and select the best areas for your product, industry or service. (A detailed study of 750,000 blocks in 475 cities will even help you find the ideal corner for a retail outlet.)

Take advantage of the many ways in which your business can grow. In new U.S. markets. In foreign markets. In developing new products and services. In attracting new industry to your community. Just write or phone the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

OUR RESPECTS to Bennet Henry Korn, executive vp, Metropolitan Broadcasting

Broadcasting blends business with the arts

Bennet H. Korn concedes he was no Benny Goodman during the early 1930's when he played engagements at various social functions and on several radio stations in New York. But his proficiency with the clarinet helped pay his college expenses and, more significantly, exposed him to radio broadcasting.

"I picked up a severe case of what I like to call 'broadcast fever' during those days," Mr. Korn recalls, "and this attachment to radio and later to television continues until this day."

He relinquished the clarinet-playing business to Mr. Goodman and other virtuosi a long time ago, but stresses that his life-long obsession with "good music"—both classical and popular—has stood him in good stead during his 25-year broadcasting career. His vocational progress report shows a steady upward climb in various posts at such New York operations as WQXR, WNEW, the DuMont Broadcasting Corp., and Metropolitan Broadcasting. He currently functions as executive vice president for television at Metropolitan Broadcasting, charged with over-all supervision of WNEW-TV New York, KMBC-TV Kansas City and WTTG (TV) Washington, D. C.; WTVH (TV) Peoria, Ill.; KOVR (TV) Sacramento, Calif., and WTVP (TV) Decatur, Ill.

"But I think I was fortunate to have been exposed fairly early in my career to quality music formats at two radio stations in New York — first at WQXR with its classical music approach and later at WNEW with its 'best-in-popular' music concept," Mr. Korn relates. "I learned how to program to fit the needs of the community, and to sell the national advertiser, and this insight is a tremendous asset to a person operating stations."

Medicine to Music ▪ Mr. Korn calls himself a "New Yorkphile." As with other *aficionados* of the Big City, he was born elsewhere—in Zadowa, Bukowina, Austria, on March 14, 1914. He was brought to New York at seven, and has lived there continuously, except for almost three years in the U. S. Army.

Mr. Korn attended New York public schools, DeWitt Clinton High School and New York U. and the College of the City of New York, from which he graduated in February 1936 with a B.S. degree in the social sciences. Originally Mr. Korn had set his sights on a career in medicine, but midway through college, he realized that family finances during those depression years could not sustain a medical school education.

"Playing the clarinet from time to time on various radio stations gave me the idea that broadcasting could be a challenging and rewarding career," Mr. Korn reports today.

His interest in music prompted him to seek a job with W2XR (now WQXR), a small station at that time, and Elliot M. Sanger, the manager, hired him as a salesman in early 1936. In such a modest operation, Mr. Korn was encouraged to participate in formulating programming ideas and he helped create various musical shows.

Sergeant to Salesman ▪ A tour of duty with the U. S. Army in various camps in this country interrupted his career from March 1943 until late 1945. He was discharged a staff sergeant.

Mr. Korn was appointed sales promotion manager of WQXR upon his return to civilian life, and remained there in that capacity until 1949 when he joined WNEW New York as a salesman. He left WNEW in 1955 to become a general sales executive for the DuMont Broadcasting Corp.

After a year with DuMont, he served briefly as a sales executive for Television Programs of America, a tv film distributor, and in late 1956, he was appointed director of sales for WABD (TV) New York (now WNEW-TV). In January 1957 he was elevated to vice president and general manager of the station.

In May 1958 he was appointed vice president for television operations of Metropolitan Broadcasting when John Kluge acquired WNEW-TV and WTTG (TV). Mr. Kluge is president of Metromedia Inc., of which Metropolitan Broadcasting is a division.

Bennet Henry Korn
"Salesman with stamina and intellect"

With Metropolitan's steady acquisition of other tv stations, additional responsibilities were placed on Mr. Korn, and in November 1959, he was appointed executive vice president in charge of television for the division.

Arts-Business Enthusiast ▪ He is a slim, medium-sized man with a friendly, down-to-earth manner. A former colleague described him as an "outstanding salesman who has stamina and intellect." Mr. Korn, in a moment of self-analysis, attributes the success he has attained to "an overwhelming enthusiasm for broadcasting—a medium that blends my interest in the arts and in business."

Mr. Korn views his present post as "a crucial challenge." He points out that Metropolitan's complement of stations encompasses two independent outlets in metropolitan markets—WNEW-TV and WTTG—and four network stations in medium-sized markets. The group also includes two uhf stations, which, he notes "pose particular problems of their own."

In his capacity as factotum for Metropolitan's television operations, Mr. Korn oversees basic policy for the stations, but points out that local general managers enjoy considerable autonomy. Weekly reports, he said, are submitted from the station managers, outlining progress, problems and growths in their respective communities.

"And I'm happy to say that each of the stations is in the black," Mr. Korn says pridefully. "I wouldn't be surprised if WNEW-TV is the most successful independent tv station in the business."

Mr. Korn is active in various civic activities in New York, and urges other station managers in the Metropolitan group to participate in affairs of the city in which they function. Perhaps the most significant cultural development in New York in years is the establishment of the Lincoln Center for the Performing Arts. Mr. Korn has been a member of the Lincoln Center Participating Committee for more than a year, and has been a long-time member of the Radio & Television Executives Society of New York.

Mr. Korn, who was divorced several months ago, lives in Manhattan. He says his work is his hobby, but confesses that he finds the theater and concerts relaxing when he can go.

"But what I enjoy probably most of all," he relates, "is good conversation with interesting people."

The color line

SOME television broadcasters have taken comfort in the recent rash of expensive face-lifting in consumer magazines. These broadcasters take it as a sign that magazines are in trouble, that the restylings are a desperate attempt to recover for magazines some of the advertiser interest that has been deflected toward tv.

There is no doubt that magazine advertising volume has been declining. But that fact ought not to lull television broadcasters into thinking that magazines are incapable of reversing the trend. Indeed as trends are now running in both media, magazines are already drawing well ahead of tv in one important characteristic: color.

A look at any issue of *McCall's, Life, The Saturday Evening Post,* to name three big books that have taken the most dramatic steps in graphic redesign, is a look at a world of color—full color—in both the editorial and advertising content. The same can be said of the shelter books, *House Beautiful, Better Homes & Gardens* to name but two of many. This is the direction in which all magazines are heading. It is the direction in which television must head—at a considerably faster clip than it is now.

There is another entry in the color race: the newspaper. By magazine standards the quality of newspaper color is still primitive, but it is being steadily improved. Both magazines and newspapers enjoy an advantage that tv cannot easily overcome. All the color that a publication prints can be seen right now by every reader who is not color blind. All the color that tv presents is missed by 98% of tv viewers. The longer this disparity exists, the less secure is the television broadcaster's position.

As the SPECIAL REPORT in this issue points out, color has become a waiting game. With the conspicuous exception of RCA-NBC and a few television stations, most broadcasters have been content to wait for manufacturers to build a color audience, and most manufacturers have been content to put their major production and marketing effort behind the cheaper black-and-white sets as long as the majority of programs were broadcast without color.

This might make sense if newspapers and magazines were also playing the waiting game. All the evidence proves they are not.

Radio's soft spot

ONLY an incorrigible optimist could deny that radio has been taking its lumps almost from the moment that television stormed onto the advertising scene. At this moment, national spot radio business appears to be heading in to another difficult period. Nobody, of course, likes to say so—and most would rather not talk about it at all.

Realistic broadcasters, however, cannot shut their eyes and expect radio's problems to go away. If anything goes away, it is more apt to be radio—unless its problems are sorted out and faced up to. Accordingly, for several weeks BROADCASTING editors have been talking to buyers and sellers, non-users as well as users of radio, trying to single out some of these problems and put them into some sort of perspective. The results of this study are printed elsewhere in this issue.

They do not make a pretty picture. A number of agencies—and advertisers—who were once heavy in radio confide now that they have become disenchanted. Although these are still the exceptions, they are numerous enough to justify serious concern. There is a much larger number who think that radio is short-changing itself through the use of lacklustre sales techniques and reliance on station-against-station pitches to the exclusion of constructive salesmanship that would help the entire medium.

These, perhaps, are only symptomatic of more basic problems. There are others—the vaunted glamor of television (and the rising trend in spot-carrier selling by tv networks); the complexity of radio rate cards, disparities between national and local rates and, worse yet, the short-sighted willingness of many stations to go for the quick buck by dealing off rate cards altogether; bartering or brokerage of time; the sheer number of radio stations competing for the listener's ear and the advertiser's dollar; the unwillingness or inability of many agency people to see radio salesmen when they do call; the apparent knowledge gap of many agencies in how to use radio effectively, and, by some authorities considered the root problem of them all, the fact that agencies simply stand to make more money from television than from radio.

Yet the picture for radio, although not pretty, is certainly far from hopeless. For every agency that has closed its ears to radio there are others that use it happily—and advertisers who insist on it. Contemporary advertising history teems with success stories to prove that when used with initiative and intelligence radio is still the mass-est mass medium of them all. For all practical purposes radio set ownership is universal, and listenership maintains high levels even in television's finest hours.

Obviously there is no one easy, all-purpose solution to radio's problems. But there are several things that each station can do to help unclutter the mess. It should be obvious, for example, that off-card dealing can lead only to further deterioration of rates and sharpen buyers' suspicions about all radio. Some sensible accommodation between local and national rates should be arrived at—and then adhered to. Sales pitches aimed solely against competitive stations should be minimized on the grounds that they help nobody—except rival media.

These are some of the things to do first. It may take longer to re-kindle the radio flame in agencies where the light has failed. Problems of this magnitude will be solved only by demonstrating again that radio is so good an advertising tool—as indeed it is—that it cannot be relegated to the status of an after-thought.

This will be far easier to do—and in fact will become inevitable—if the general untidiness in radio rates and selling practices is cleaned up first. This clean-up requires the support of all stations, not just a few.

Drawn for BROADCASTING by Sid Hix

"Take Daddy his glasses. He thinks he's watching Sea Hunt."

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has the jump
on us.
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out in a 75 mile
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So they're faster
than us.
And smoother than us.
And better-looking than us.
And more accurate than us.
And better salesmen
than us.
But I ask you:
can they offer
anything to match
a mother's love?*

*No, but we try . . . with
five plans, 10 plans
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Find out for yourself
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WNAC Boston
WUSN Charleston, S.C.
WCHS Charleston, W.Va.
KHSL Chico-Redding
WLW-T Cincinnati
WRBL Columbus, Ga.
WTVN Columbus, O.
WCID Danville
WHIO Dayton
KLZ Denver
KELP El Paso
KEZI Eugene
WBTW Florence
KJEO Fresno
WATE Knoxville
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WKJG Ft. Wayne
KNOX Grand Forks
KREX Grand Junction
WTIC Hartford-New Haven
WLBT Jackson, Miss.
WLEX Lexington, Ky.
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KGND Pembina
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KIRO Seattle
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WINK Ft. Myers
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